



PARAMOUNT PICTURES  
SEVEN ARTS / RAY STARK  
present

IS  
**PARIS**  
**BURNING?**

# "IS PARIS BURNING?"—A MOTION PICTURE TO COMMAND THE ATTENTION OF THE WORLD



It all began a year ago when the book, written by Larry Collins and Dominique Lapierre, was presented to the public. Receiving international acclaim, it immediately became a world-wide bestseller. The authors became the spokesmen for their book as well as ambassadors of good will for the film, which went into production.



Hundreds of newspapers, magazines, radio and television stations covered the event—the most ambitious and extensive film-making project of the decade. Turning the clock back 22 years in the very streets where history once scorched the earth became headline and featured news throughout the world. Paris as viewed through the cameras of Rene Clement, was, in itself, a story of great magnitude and appeal. The magazine breaks alone read like a "who's who" in publishing—Life, The New Yorker, The Saturday Review, Time, Newsweek, Vogue, Harper's Bazaar, Town and Country, This Week, Parade, Argosy and many others. Major breaks, including recommendations and photographic layouts, appeared in the nation's most important and wide-read school scholastic magazines (Literary Cavalcade, Junior Scholastic and Scope). The all-media crescendo for "Is Paris Burning?" was heard in every corner around the world.

Paramount, in an effort to do justice to the importance and significance of the presentation of "Is Paris Burning?," took out the largest ad in its history—a full 3 page ad in the New York Times. This announcement ad was followed by many others, all carefully developed and placed as part of a gigantic nation-wide campaign.



The gala premieres around the globe have sent out a reverberation of news, photos and features about the film that will keep this motion picture firmly impressed in the public's eye for years to come. In Paris, a history-making premiere took place under the sponsorship of the Medal of Honor Holders of the Resistance, in conjunction with the Order of Liberation (President Charles de Gaulle is honorary president of both). All Paris played its part with complete governmental cooperation and support. First, the great monuments of Paris (Eiffel Tower, Notre Dame, Sacre Coeur, Arc de Triomphe, etc.) were shown lit up in simulated burnings, showing how the glory of the city might have looked if Hitler had had his way. Then, each structure was brilliantly bathed in bright lights and the celebrations began. A military convoy sped through the streets of Paris, following the exact route of the liberators when they rode over the same streets 22 years ago. Church bells pealed as they had done on liberation day. All Paris, all France and all the world watched as a city and nation paid homage to the motion picture that tells their heartfully heroic story. This dramatic and emotionally-charged premiere was covered by 116 U.S. and Canadian television stations. Quickly to follow was the New York premiere, sponsored by Alliance Francaise, and the Los Angeles premiere, sponsored by The Thaliens. Both were televised, star-studded affairs with important international dignitaries in attendance. Then came premieres in Boston and Philadelphia, Atlanta, Washington, Cleveland, Miami, Seattle and other key cities throughout the nation. These grand openings ignited wide-spread enthusiasm and excitement for the film by dramatically capturing the imagination and attention of the entire country.



On the anniversary of the liberation of Paris, special full page anniversary ads ran in the leading newspapers in New York, Los Angeles, Chicago, Washington, Paris, London, Brussels, Montreal, Hamburg and other cities creating tremendous excitement and editorial notice.



A spectacular kit was being assembled, unprecedented in size and scope, which contained a special 98 page vinyl-bound care and handling manual for the broad and extensive merchandising of "Is Paris Burning?" The kit featured information and items dealing with the nationwide tie-in promotion with Allied stores, the intensive coordinated promotion of the paperback edition of the bestseller, the national campaign of the recordings, the dramatic and informative student study guide and wall map, the colorful and captivating souvenir book, the special sales flyers and programs, the puzzles and unique contests, the herald and four-page ticket mailer, the vivid and acclaimed teaser trailer, the three fascinating television featurettes and an unparalleled number of additional items to make the merchandising of this film the greatest in-depth, all-out campaign ever to support the release of a motion picture.



**NOW THE  
SCREEN DOES  
WHAT ONLY IT  
CAN DO—  
BRINGS  
AN INTERNATIONAL  
BESTSELLER  
TO LIFE!**

The  
boulevards  
of the City  
of Love  
rumble with the  
roar of battle.

All the  
smoldering  
revenge  
of the  
Resistance  
bursts into  
flame.

Terror  
rips at  
you as a  
young wife  
faces the  
unbearable.

Hitler is  
shrieking  
"Burn Paris!  
Burn it to  
the ground!"

**IS  
PARIS  
BURN-  
ING?**

Generals  
Bradley,  
Patton  
and Sibert  
discuss  
blasting  
through  
to Paris.

You are living  
the agony  
of the house  
to house,  
street to  
street fighting.

With a stunning international cast, (starring in alphabetical order)

**JEAN-PAUL BELMONDO · CHARLES BOYER  
LESLIE CARON · JEAN-PIERRE CASSEL · GEORGE CHAKIRIS  
ALAIN DELON · KIRK DOUGLAS · GLENN FORD · GERT FROEBE  
YVES MONTAND · ANTHONY PERKINS · SIMONE SIGNORET  
ROBERT STACK · MARIE VERSINI · SKIP WARD · ORSON WELLES**  
Produced by **PAUL GRAETZ** · Directed by **RENE CLEMENT** · Screenplay by **GORE VIDAL**  
and **FRANCIS FORD COPPOLA** · Music Composed and Conducted by **MAURICE JARRE**

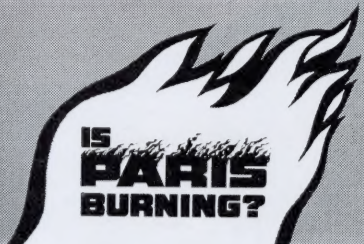
PARAMOUNT PICTURES  
SEVEN ARTS / RAY STARK  
present

# IS PARIS BURNING?

Based on the Best Selling Book by  
**LARRY COLLINS** and **DOMINIQUE LAPIERRE**  
Additional Material for French Scenes by **MARCEL MOUSSY**  
A Co-Production  
**TRANSCONTINENTAL FILMS · MARIANNE PRODUCTIONS**  
A PARAMOUNT Release **PANAVISION**

5 COLS. x { 200 LINES ..... 1000 LINES  
14 inches ..... 70 inches

**MAT 512**



# ADVERTISING

TO COMMAND  
THE ATTENTION  
OF THE WORLD!

★★★★  
**HIGHEST RATING!**  
An experience never  
to be forgotten!"  
N.Y. DAILY NEWS

The most  
publicized  
motion  
picture in  
the world!



“A GREAT  
PICTURE!”  
LOS ANGELES  
HERALD EXAMINER

NOW YOU CAN SEE IT!  
THE WORLD-ACCLAIMED  
RECORD-BREAKING  
EXPLOSIVE FILM  
THAT HAS PROVOKED  
MORE EXCITEMENT AND  
TRIGGERED MORE TALK  
THAN ANY OTHER  
PICTURE IN YEARS!

PARAMOUNT PICTURES  
SEVEN ARTS / RAY STARK  
present

## IS PARIS BURNING?

Now continuous performances at popular prices directly from its exclusive reserved seat engagement.

With a stunning international cast, starring in alphabetical order:

**JEAN-PAUL BELMONDO · CHARLES BOYER · LESLIE CARON · JEAN-PIERRE CASSEL · GEORGE CHAKIRIS · ALAIN DELON  
KIRK DOUGLAS · GLENN FORD · GERT FROEBE · YVES MONTAND · ANTHONY PERKINS · SIMONE SIGNORET  
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A Co-Production **TRANSCONTINENTAL FILMS-MARIANNE PRODUCTIONS** · A **PARAMOUNT** Release **PANAVISION**

4 COLS. x { 138 LINES.....552 LINES  
9 7/8 inches..... 39 1/2 inches

**MAT 409**

Also Available in:

3 COLS. x { 103 LINES.....309 LINES  
7 3/8 inches.....22 1/8 inches

**MAT 309**

**FROM THE FIRST MINUTE "IS PARIS BURNING?" BEGINS, IT GRABS YOU. IT HOLDS YOU. IT GETS INSIDE YOU. IT INFLAMES YOU.**



**BY THE 3<sup>rd</sup> MINUTE**

Hitler is shrieking "Burn Paris! Burn it to the ground!"



**BY THE 51<sup>st</sup> MINUTE**

The boulevards of the City of Love rumble with the roar of battle.



**BY THE 16<sup>th</sup> MINUTE**

Terror rips at you as a young wife faces the unbearable.



**BY THE 55<sup>th</sup> MINUTE**

Every man and woman is caught up by the passions raging through Paris.



**BY THE 27<sup>th</sup> MINUTE**

The doom of the city is impending.



**BY THE 61<sup>st</sup> MINUTE**

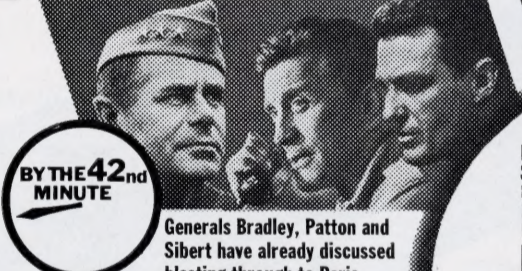
You are living the agony of the house to house, street to street fighting.



**BY THE 34<sup>th</sup> MINUTE**

All the smoldering revenge of the Resistance bursts into flame.

**BY THE 63<sup>rd</sup> MINUTE YOU ARE NO LONGER AWARE OF TIME. THE SUSPENSE IS TOTAL.**



**BY THE 42<sup>nd</sup> MINUTE**

Generals Bradley, Patton and Sibert have already discussed blasting through to Paris.

With a stunning international cast, starring in alphabetical order:  
**JEAN-PAUL BELMONDO · CHARLES BOYER · LESLIE CARON · JEAN-PIERRE CASSEL · GEORGE CHAKIRIS · ALAIN DELON · KIRK DOUGLAS · GLENN FORD · GERT FROEBE · YVES MONTAND · ANTHONY PERKINS · SIMONE SIGNORET · ROBERT STACK · MARIE VERSINI · SKIP WARD · ORSON WELLES**

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PARAMOUNT PICTURES  
 SEVEN ARTS / RAY STARK  
 present

**IS PARIS BURNING?**

4 COLS. x { 160 LINES.....640 LINES  
 11 1/2 inches.....46 inches

**MAT 411**

Also Available in:

5 COLS. x { 200 LINES.....1000 LINES  
 14 inches.....70 inches

**MAT 511**

**NOW THE  
SCREEN DOES  
WHAT ONLY IT  
CAN DO—  
BRINGS  
AN INTERNATIONAL  
BESTSELLER  
TO LIFE!**

The  
boulevards  
of the City  
of Love  
rumble with the  
roar of battle.

All the  
smoldering  
revenge  
of the  
Resistance  
bursts into  
flame.

Terror  
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
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PARAMOUNT PICTURES  
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With a stunning international cast, (starring in alphabetical order)

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LESLIE CARON · JEAN-PIERRE CASSEL · GEORGE CHAKIRIS  
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TRANSCONTINENTAL FILMS-MARIANNE PRODUCTIONS  
A PARAMOUNT Release  PANAVISION

4 COLS. x  $\begin{cases} 170 \text{ LINES} \dots\dots\dots 680 \text{ LINES} \\ 12 \text{ inches} \dots\dots\dots 48 \text{ inches} \end{cases}$

**MAT 412**

Also Available in:

3 COLS. x  $\begin{cases} 133 \text{ LINES} \dots\dots\dots 399 \text{ LINES} \\ 9\frac{1}{2} \text{ inches} \dots\dots\dots 28\frac{1}{2} \text{ inches} \end{cases}$

**MAT 312**

**IT ROCKED LONDON...**

**SHOCKED BERLIN...**

**STUNNED PARIS...**

**ASTOUNDED TOKYO...**

**AND NOW IT IS EXCITING ALL AMERICA AS NO OTHER PICTURE IN OUR TIME!**

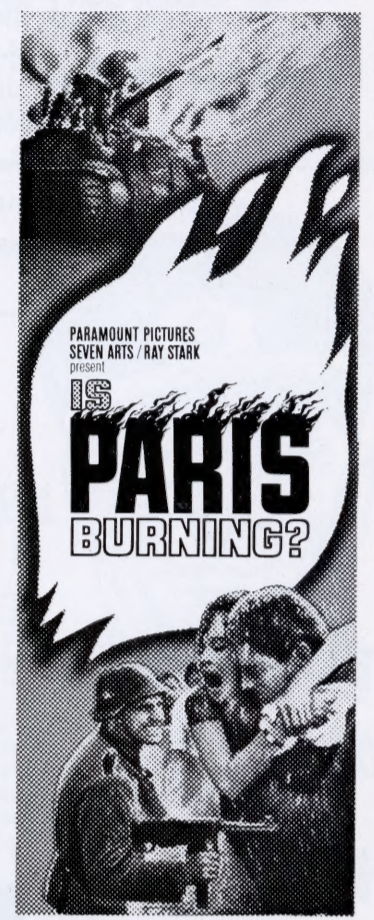


With a stunning international cast, starting in alphabetical order:

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A Co-Production **TRANSCONTINENTAL FILMS-MARIANNE PRODUCTIONS**  
A PARAMOUNT release PANAVISION®

**IT GRABS YOU, IT HOLDS YOU, IT INFLAMES YOU!**



**WITH AN INTERNATIONAL ALL-STAR CAST PANAVISION®**

*Now continuous performances at popular prices directly from its exclusive reserved seat engagement.*

4 COLS. x { 125 LINES.....500 LINES  
9 inches.....36 inches

**MAT 410**

Also Available in:

5 COLS. x { 150 LINES.....750 LINES  
10 1/2 inches.....52 1/2 inches

**MAT 510**


PARAMOUNT PICTURES SEVEN ARTS / RAY STARK present

**★★★★ HIGHEST RATING!**  
N.Y. DAILY NEWS

**IS PARIS BURNING?**

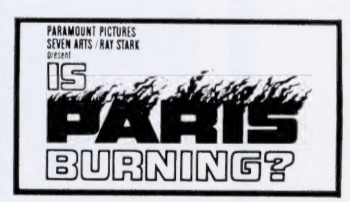
WITH AN INTERNATIONAL ALL-STAR CAST · PANAVISION®

2 COLS. x { 36 LINES.....72 LINES  
2 3/4 inches.....5 1/2 inches **MAT 207**



This advertising material has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.

All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Avenue, New York City 36, N. Y.



**BOTH MIDGETS ON MAT 103**



## UNIQUE MULTI-LINGUAL AD CAMPAIGN

Here is a dramatically new approach to advertising aimed at potential customers in various American ethnic groups. Paramount Pictures has launched an extensive multi-lingual ad campaign in behalf of its internationally acclaimed motion picture, "Is Paris Burning?" Below is a 4 column ad for the French speaking public of the United States. On the opposite page are the other four available ads in Spanish, German, Italian, and Japanese. The actual sizes of these ads are not shown, but the ads are available in the size noted below each one.

NOTE: Substitute your city in these ads, where New York has been used in the copy.

### Only a French-American may be able to read this ad

that actually appeared in Paris, France. In Paris, where there are more Frenchmen than in New York, more people are seeing "IS PARIS BURNING?" than any other picture in Paramount's history.

*We must be  
doing something  
record-breaking.*

PARAMOUNT · MARIVAUX · MOULIN-ROUGE · MIRAMAR · GEORGE V · MISTRAL · ELYSEES CINEMA



PARAMOUNT SEVEN ARTS RAY STARK  
PRESENTENT  
UNE PRODUCTION PAUL GRAETZ UN FILM DE RENE CLEMENT

# PARIS BRÛLE-T-IL ?

PARAMOUNT SEVEN ARTS RAY STARK PRESENTENT UNE PRODUCTION PAUL GRAETZ UN FILM DE RENE CLEMENT **PARIS BRÛLE-T-IL ?**

**JEAN-PAUL BELMONDO · CHARLES BOYER · LESLIE CARON · JEAN-PIERRE CASSEL · GEORGE CHAKIRIS  
BRUNO CREMER · CLAUDE DAUPHIN · ALAIN DELON · KIRK DOUGLAS · PIERRE DUX · GLENN FORD  
GERT FROBE · DANIEL GELIN · GEORGES GERET · HANNES MESSEMER · HARRY MEYEN · YVES MONTAND  
ANTHONY PERKINS · MICHEL PICCOLI · WOLFGANG PREISS · CLAUDE RICH · SIMONE SIGNORET  
ROBERT STACK · JEAN-LOUIS TRINTIGNANT · PIERRE VANECK · MARIE VERSINI · SKIP WARD · ORSON WELLES**

PRODUIT PAR PAUL GRAETZ · RÉALISÉ PAR RENE CLEMENT  
SCÉNARIO DE GORE VIDAL ET FRANCIS FORD COPPOLA · DIALOGUE FRANÇAIS DE MARCEL MOUSSY · DIALOGUE ALLEMAND DE BEATE VON MOLO  
D'APRÈS LE CÉLÈBRE LIVRE DE DOMINIQUE LAPIERRE ET LARRY COLLINS · DIRECTEUR DE PRODUCTION LOUIS WIPF · MUSIQUE COMPOSÉE ET DIRIGÉE PAR MAURICE JARRE  
UNE CO-PRODUCTION TRANSCONTINENTAL FILMS-MARIANNE PRODUCTIONS DISTRIBUÉE PAR PARAMOUNT PANAVISION

4 COLS. x { 135 LINES . . . . . 540 LINES  
          { 9½ inches . . . . . 37 inches

MAT 407



**Only an Italian-American  
may be able to read this ad**

which will announce the opening of "Is Paris Burning?" in Rome, Italy. In Rome, where there are more Italians than in the city of New York, more people are excited about seeing "IS PARIS BURNING?" than any other picture in Paramount's history.

**We must be doing something  
record-breaking.**

# PARIGI BRUCIA?



PARAMOUNT - SEVEN ARTS - RAY STARK PRESENTAN JEAN-PAUL BELMONDO - CHARLES BOYER - LESLIE CARON - JEAN-PIERRE CASSEL - GEORGE CHAKIRIS - ALAIN DELON  
KIRK DOUGLAS - GLENN FORD - GERT FROEBE - YVES MONTAND - ANTHONY PERKINS - SIMONE SIGNORET - ROBERT STACK - MARIE VERSINI - SKIP WARD - ORSON WELLES  
REGIA DI PAUL GRAETZ  
TRATTO DALL'OMNIBUS BEST-SELLER DI DOMINIQUE LAPIERRE - LARRY COLLINS, EDITO IN ITALIA DA MONDADORI NELLA COLLANA OMNIBUS  
DISTRIBUZIONE TRANSCONTINENTAL FILMS - MARIANNE PRODUCTIONS  
PANAVISION

4 COLS. x { 1.15 LINES..... 460 LINES  
8 1/4 inches..... 33 inches

MAT 408

**Only a Spanish-American  
may be able to read this ad**

that actually appeared in Madrid, Spain. In Madrid, where there are more Spaniards than in New York, more people are seeing "IS PARIS BURNING?" than any other picture in Paramount's history.

**We must be doing something  
record-breaking.**



Con un impressionante reparto internazionale  
JEAN-PAUL BELMONDO - CHARLES BOYER - LESLIE CARON - JEAN-PIERRE CASSEL - GEORGE CHAKIRIS - ALAIN DELON - KIRK DOUGLAS  
GLENN FORD - GERT FROEBE - YVES MONTAND - ANTHONY PERKINS - SIMONE SIGNORET - ROBERT STACK - MARIE VERSINI - SKIP WARD  
ORSON WELLES  
REGIA DI PAUL GRAETZ  
TRATTO DALL'OMNIBUS BEST-SELLER DI DOMINIQUE LAPIERRE - LARRY COLLINS, EDITO IN ITALIA DA MONDADORI NELLA COLLANA OMNIBUS  
DISTRIBUZIONE TRANSCONTINENTAL FILMS - MARIANNE PRODUCTIONS - PANAVISION

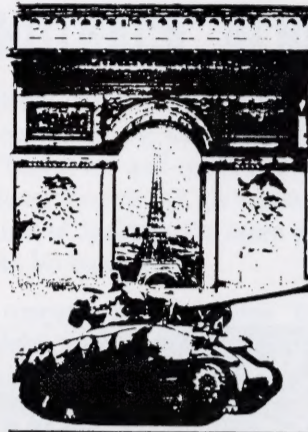
4 COLS. x { 107 LINES..... 428 LINES  
7 1/2 inches..... 30 inches

MAT 406

**Only a German-American  
may be able to read this ad**

that actually appeared in West Berlin, Germany. In West Berlin, where there are more Germans than in New York, more people are seeing "IS PARIS BURNING?" than any other picture in Paramount's history.

**We must be doing something  
record-breaking.**



August 1944...  
der Befehl lautete:  
Paris ist zu vernichten!

Paramount Pictures - Seven Arts - Ray Stark zeigen  
**BRENNT  
PARIS?**



mit Jean-Paul Belmondo, Charles Boyer, Leslie Caron, Jean-Pierre Cassel, George Chakiris, Alain Delon, Kirk Douglas, Glenn Ford, Gert Fröbe, Hannes Messemer, Harry Meyen, Yves Montand, Anthony Perkins, Wolfgang Preis, Simone Signoret, Robert Stack, Marie Versini, Skip Ward, Orson Welles, Produzent Paul Graetz, Regie René Clément, Drehbuch Gore Vidal und Francis Ford Coppola. Nach dem Buch von Larry Collins und Dominique Lapiere. Zusatzdialoge Marcel Moussy. Deutsche Szenen Beate von Molo. Produktions-Leitung: Louis Wipf. Musik und musikalische Leitung: Maurice Jarre. Eine Co-Produktion der Transcontinental Films - Marianne Productions im Verleih der Paramount. PANAVISION

4 COL. x { 106 LINES..... 424 LINES  
30 3/4 inches..... 128 inches

MAT 405

**Only a Japanese-American  
may be able to read this ad**

that actually appeared in Tokyo, Japan. In Tokyo, where there are more Japanese than in New York, more people are seeing "IS PARIS BURNING?" than any other picture in Paramount's history.

**We must be doing something  
record-breaking.**



3 COLS. x { 140 LINES..... 420 LINES  
10 inches..... 30 inches

MAT 305

**SPECIAL AD FOR MULTIPLE RUNS**



**STARTS  
WED.**

**STARTS  
TOM'W**

**STARTS  
TODAY**

**★★★★ HIGHEST RATING!**  
An experience never  
to be forgotten!  
N.Y. DAILY NEWS

**The most  
publicized  
motion  
picture in  
the world!**



**"A GREAT  
PICTURE!"**  
LOS ANGELES  
HERALD EXAMINER

**NOW YOU CAN SEE IT!**  
THE WORLD-ACCLAIMED  
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THAT HAS PROVOKED  
MORE EXCITEMENT AND  
TRIGGERED MORE TALK  
THAN ANY OTHER  
PICTURE IN YEARS!

PARAMOUNT PICTURES  
SEVEN ARTS / RAY STARK  
present  
**IS  
PARIS  
BURNING?**

AT THESE  
CONVENIENTLY LOCATED  
THEATRES!

Blank lines for listing theatre names and locations.

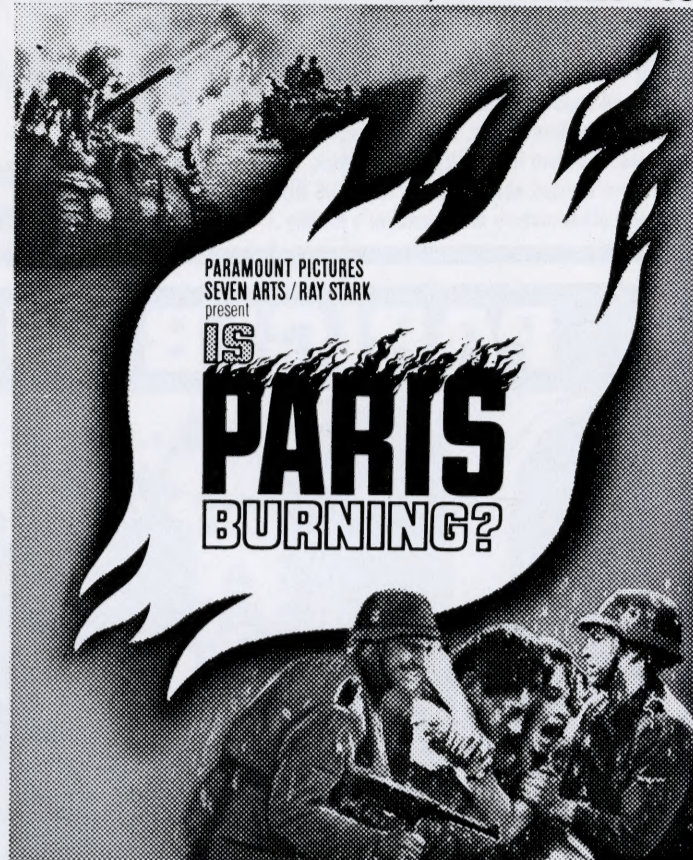
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A Co-Production TRANSCONTINENTAL FILMS-MARIANNE PRODUCTIONS · A PARAMOUNT Release PANAVISION

4 COLS. x { 95 LINES ..... 380 LINES  
6 3/4 inches ..... 27 inches

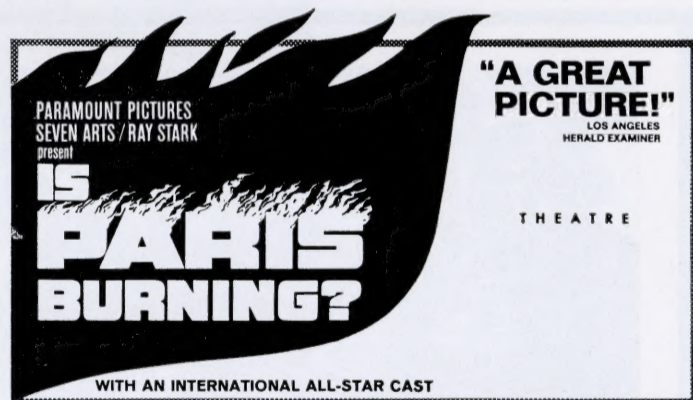
**MULT 404**

**IT GRABS YOU, IT HOLDS YOU, IT INFLAMES YOU!**



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2 COLS. x { 100 LINES ..... 200 LINES  
7 1/8 inches ..... 14 1/4 inches **MAT 208**



2 COLS. x { 28 LINES ..... 56 LINES  
2 inches ..... 4 inches **MAT 206**

**COMPLETE CAMPAIGN MAT**

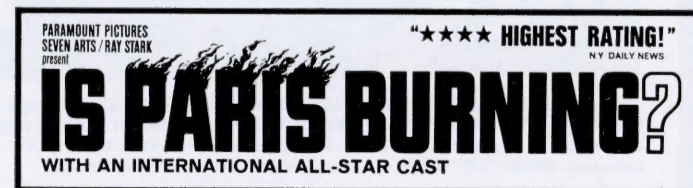
CONSISTS OF AD MATS:

103 • 205 • 206 • 207 • 208

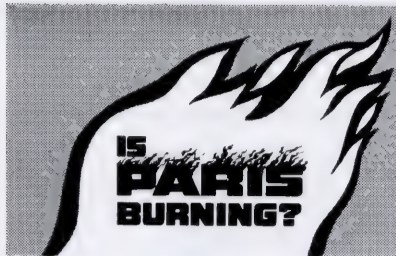
AND PUBLICITY MATS

2C • 2H

**ORDER SPECIAL MAT No. 1**



2 COLS. x { 18 LINES ..... 36 LINES  
1 1/4 inches ..... 2 1/2 inches **MAT 205**



# EXPLOITATION

## TO COMMAND THE ATTENTION OF THE WORLD!

### "IS PARIS BURNING?" ... A BESTSELLER IN HARD COVER, A RECORD BREAKER IN PAPERBACK!

The famed international bestseller, "Is Paris Burning?", written by Larry Collins and Dominique Lapierre, has made publishing history by shattering many world-wide records for staying-power on bestseller charts. Now, in coordination with the Paramount Pictures release of the movie version of "Is Paris Burning?", Pocket Books is issuing a special movie edition of the book. Highlighted art work and copy plugging the film appears on the book jacket and sets the pace for a dynamic promotion on the national as well as local level.

#### AVAILABLE BOOK MARK Order MAT IEA



Pocket Books has put a strong campaign behind the book in cooperation with the release of the film. Stickers, rack cards and truck banners have been specially designed for this major merchandising effort. These are being distributed to thousands of department stores and book outlets throughout the country. In addition, Pocket Books has undertaken an extensive campaign to promote serializations of the book in daily and weekly newspapers. They will inform exhibitors when the series is to run in their community. Pocket Books will also supply the newspaper with ad mats and promotion material for the newspapers to use in advance of publication.

Be sure to participate in this sensational promotion opportunity. Here's just some of the things you can do:

- Contact the Pocket Book representative in your territory to arrange for mutually-beneficial promotions.
- Set up a book-stall in your lobby for display or sale of the book with the cooperation of local retail outlets that are participating in this promotion. Publicize the book on your screen, giving full credit to cooperating stores.
- Rubber-stamp your message on pages torn from copies of the movie edition for saturation street and advance playdate distribution.
- Arrange with book stores and other participating merchants for prominent displays of the book to be combined with dramatic scene stills from the film along with suitable theatre and playdate credits.
- Give away free copies of the movie edition to the first people in line on opening day.
- Offer free copies of the paperback book as prizes for any contests you might arrange and distribute copies to editors and disc jockeys.

### MAGNIFICENT IS THE WORD FOR THE "IS PARIS BURNING?" SOUNDTRACK ALBUM

The original soundtrack album of the tremendous score of "Is Paris Burning?" is now available in stereo and monaural from Columbia Records. Composed and conducted by Maurice Jarre, who received Academy Awards for his scores of "Doctor Zhivago" and "Lawrence of Arabia," the score of "Is Paris Burning?" promises to be his biggest hit.

So vast and widely ranged is the music from "Is Paris Burning?" that a 102 piece orchestra—the largest ever assembled for a motion picture—was needed to do full justice to the music. In addition to the soundtrack, there are several 45 rpm singles available featuring the love theme from "Is Paris Burning?" and "Paris Smiles," which is based on the love theme. The singles include: the love theme from "IS PARIS BURNING?": Skitch Henderson—Columbia, Doc Severinsen—Command, Herbie Mann—Atlantic, Bud Shank—World Pacific, Dick Rue-debush—Jubilee, "PARIS SMILES": Mel Torme—Columbia, Jerry Antes—Dot



NOTE: Columbia Records representatives are actively contacting and urging local distributors and dealers to cooperate with theatres in any promotions that are arranged. Work closely with the Columbia fieldman in your local territory for help in negotiating tie-in campaigns. Here are suggestions of just some of the many things you can do to take advantage of this great promotion opportunity.

- Play the music in the lobby and at intermission during the pre-opening campaign. Put a card in the lobby announcing that the music is from the soundtrack of "Is Paris Burning?" composed by Maurice Jarre and available from Columbia Records.
- Contact your Columbia Records fieldman and distributor. Keep him informed of what you are doing by sending him copies of your releases and set up coop promotions.
- Coordinate record album advertising with ads for your playdate. You can stretch your advertising dollar if they will cover the f/m guides, music and radio pages, etc., and plug the opening of the film.
- Work out mutually advantageous promotions and contests. Columbia Records will supply some free records for original ideas that will add excitement and dynamism to your opening date. Open end interviews will also be available for planning. Contact your local Columbia Records representative in setting up disk jockey promotions.
- Coordinate your screening invitation lists. Add their contacts to your press list for releases, news items, etc. Offer the use of your radio kit material.
- Tie-in all the record shops in the city for a display in connection with your "Salute to Paris" promotion. In addition to featuring music from the film, there are many Yves Montand records available from which a program could be built and which should include a film plug. Offer them scene stills, portraits and posters.

## COLUMBIA Distributor List

CR Sales Office, John Hancock Building, 75 Third Avenue, Waltham, Mass. 02154 617-899-3814, Roy Mollomo.

CR Sales Office, 100 Constitution Plaza, Room 600, Hartford, Connecticut 06103 203-522-7151, Ed Hynes.

CR Sales Office, 218 Harrison Street, Syracuse, New York 13202 315-474-2901, John Perry.

CR Sales Office, 4 Penn Center Plaza, Suite 224, Philadelphia, Pennsylvania 19103 215-LO 8-4445, Ted Kellel.

CR Sales Office, Universal Building No. Suite 1113, 1875 Connecticut Avenue, N.W., Washington, D.C. 20009 202-332-2300, Richard Denham.

Columbia Records Sales, 3641 North West 67th Street, Miami, Florida 33147 305-0X 6-0033, James Riggins.

Comstock Distributing Company, 1323 Spring Street, N.W., Atlanta, Georgia 30309 404-876-0321, M. G. King.

Tony Martell, Columbia Records, 3510 Chester Avenue, Cleveland, Ohio 44114.

Jim Green, Columbia Records, 3510 Chester Avenue, Cleveland, Ohio 44114.

CR Sales Office, 3510 Chester Avenue, Cleveland, Ohio 44114, Robert Fluke.

CR Sales Office, 16141 West Eight Mile Road, Detroit, Michigan 48235 313-273-8616, Russ Yerge.

CR Sales Office, Porter Building, Sixth and Grant Streets, Pittsburgh, Penna. 15219 412-261-2844, Solly Solomon.

CR Sales Office, Carew Tower, Suite 444-47, Cincinnati, Ohio, 45202 513-241-4088, Charles B. Moore.

CR Sales Office, 8808 Empress Row, Dallas, Texas 75247 214-ME 1-5680, Harold Bakke, Jr.

CR Sales Office, John Hancock Building, St. Charles Avenue at Lee Circle, New Orleans, Louisiana 70130 504-524-4546, Donald Burt.

Columbia Records Sales, 2151 59th Street, St. Louis, Missouri 63110, 314-MI 7-5101, Eugene Denonovich, Andrew Piretti, Dick Ware (Kansas City).

Craig Corporation, 345 Kamakee Street, Honolulu, Hawaii 96809 808-986-771.

CR Sales Office, 1530 N. Gower Street, Hollywood, California 213-HO 6-2481, Bob Moering, Jeff Clark.

CR Sales Office, Fox Plaza, Suite 810, San Francisco, California 94102 415-431-6996, Bill Teague.

Craig Corporation, 540 S. Front Street, Seattle, Washington 98108 PA 2-9186 Jim Fuscald Tax Exec., Loren Davies.

Craig Corporation, 4959 Colorado Boulevard, Denver, Colorado 80216 303-399-0434, Bob Stevens, Top Exec., J. Curd.

Columbia Records Sales, 545 Madison Ave., New York, N.Y. 10022 212-HA 1-4700, Frank Campana.

CR Sales Office, 2240 North Milwaukee Avenue, Chicago, Illinois 60647 312-HU 6-4700, Fred Salem, Ralph Ebler.

CR Sales Office, F&M Bank Building, Suite 610, 88 South Sixth Street, Minneapolis, Minn. 55402 612-338-7001, Ronald D. Lynne.

Morley Murphy Company, Inc., 5151 West State Street, Milwaukee, Wis. 53208, Top Exec. S. L. Stiles, John Stiles, Gordon Krahn.

# TREMENDOUS AUDIENCE POTENTIAL THROUGH GROUP SALES

The audience potential for "Is Paris Burning?" is one of the greatest of any motion picture. In addition to appealing to popular taste for a panoramic event of history, the film is totally authentic in detail, gripping in its many personal narratives, and fascinating in telling the little known truth of just how close the city of Paris came to being destroyed. This spectacular entertainment also features sixteen international stars and was directed by Rene Clement, one of France's greatest talents.

With these ingredients, you can successfully reach for ticket sales to schools, church groups, and almost any group of importance. Contact leaders who, in turn, control the disposition of blocks of tickets. Special group arrangements could be made for blocks of small numbers at regular performances, the entire capacity of the theatre for a regular performance, or even special performances set up at a time convenient for the group.

Contact charitable organizations, large companies, business groups, industrial organizations, local clubs and associations. Special prospects, such as the Alliance Francaise, the Institute for International Livings and other local chapters of prominent organizations, would generate tremendous news coverage for an opening night performance or special capacity performance. A large number of volume customers can be reached through ads noting the special group arrangements, through special letters and mailers, and through the use of cross-plug notations on theatre screens and in lobbies.

Students are the largest single group that definitely should be approached on all levels. Shows for classes and groups during school hours have been previously done with the complete sanctioning and cooperation of the schools. After school and weekend specials for students should also be put into effect. As an additional aid to obtaining school interest, a student study guide is available which should be offered to teachers in coordination with the showing of the film.

**OPINION-MAKER SCREENING!** "Is Paris Burning?" is a most important motion picture due to the historical significance of the subject matter as well as the uncanny authenticity with which the events of 22 years ago have been re-created. Therefore, a special opening night 'opinion-maker' performance would be a very suitable event to add momentum to your campaign as well as to aid you in your group sales drive. All important opinion-moulders in your community, such as the press, radio and TV personnel, record distributors, clergy, educators, important business executives, club and charitable organization officers and local government officials, should be invited. All those attending should be supplied with the names of those to contact for publicity, ticket sales and special arrangements.

Dear Educator:

On \_\_\_\_\_ (DAY & DATE) \_\_\_\_\_, history will come blazingly alive on the screen of the screen of the \_\_\_\_\_ (NAME) \_\_\_\_\_ Theatre, with the \_\_\_\_\_ premiere of IS PARIS BURNING?

Based on the international best-seller and featuring an all-star cast from the film capitals of the world, this is the story of how the City of Light escaped the death sentence in August, 1944. The incredible but actual events, the undergroundswell of heroism that met the advancing French and American armed forces, the Liberation prayed for around the world have been re-created with vivid and startling authenticity in the very city . . . upon the same streets . . . on which history scorched the earth twenty two years ago.

Because IS PARIS BURNING? is of great interest and importance to students of history and French, as well as to all young people who did not live through this memorable period, we have arranged special school performances and student rates for this engagement.

We have enclosed a sample of the study guide which is available for student and adult groups. The pullout map section was designed to be posted on your bulletin board.

The enclosed mail order coupon is for your convenience in ordering tickets for the special student performances. Please call me at \_\_\_\_\_ if you wish further information about these or about free classroom study aids (posters, photographs, Study Guide, etc.)

Yours truly,  
Education Director.

Dear Fund Raising Chairman:

On \_\_\_\_\_ (DAY & DATE) \_\_\_\_\_, "Is Paris Burning?," one of the most important motion picture entertainment events of the year, will open a reserved-seat engagement at \_\_\_\_\_ (THEATRE) in \_\_\_\_\_ (CITY) \_\_\_\_\_.

Based on the brilliant best-seller and featuring such outstanding international stars as Charles Boyer, Leslie Caron, Kirk Douglas, Glenn Ford, Gert Frobe, Yves Montand, Anthony Perkins, Simone Signoret and Orson Welles . . . "Is Paris Burning?" is the story of how the City of Light escaped the death sentence in August, 1944.

The incredible but authentic events, the private passions, the Undergroundswell of heroism, the housewives and storekeepers who faced death and worse, the Liberation prayed for around the world . . . all these have been vividly re-created in the very city, upon the same streets, on which history scorched the earth twenty two years ago.

Because of its universal appeal and the tremendous advance interest in "Is Paris Burning?," we are pleased to offer your organization the opportunity to use this thrilling motion picture as a major fund-raising project for the coming season.

If you wish information about our attractive group discount rates, please fill out the attached card or call \_\_\_\_\_.

We look forward to hearing from you soon.

Yours truly,

Dear Industrial Recreation Director:

On \_\_\_\_\_ (DAY & DATE) \_\_\_\_\_, "Is Paris Burning?," one of the most important motion picture entertainment events of the year, will open a reserved-seat engagement at \_\_\_\_\_ (THEATRE) in \_\_\_\_\_ (CITY) \_\_\_\_\_.

Based on the international best-seller, "Is Paris Burning?" is a film of universal appeal . . . its fast-moving action and scenes of the battle for the liberation of Paris are of special interest to male viewers, while the distaff side will enjoy the impassioned personal dramas of the heroes and heroines of the French Resistance, filmed against authentic Parisian backgrounds.

"Is Paris Burning?" would make an excellent employee entertainment event for the holiday season (or any time). Attractive group discount rates are available. For further information, fill out the attached card or call \_\_\_\_\_.

Yours truly,

Manager

**SUGGESTED LETTER TO PRINCIPALS AND TEACHERS**

**SUGGESTED INDUSTRIAL LETTER**

**SUGGESTED LETTER TO CHARITABLE ORGANIZATIONS**

## THE STUDY GUIDE

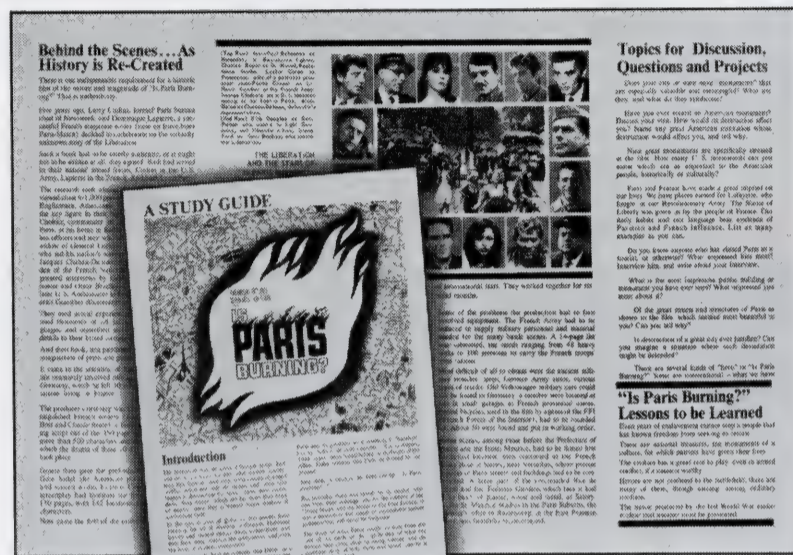
Few motion pictures are able to match the painstaking effort for total authenticity in the re-creation of history as the staff involved with "Is Paris Burning?" have been able to achieve. In view of the historical and educational value the film has for all, especially children of school age, many schools will be interested in receiving appropriate materials.

The study guide, the most suitable item of all, has been assembled for "Is Paris Burning?" for school and library distribution. It includes introduction copy and thought-provoking discussion questions.

Since students comprise the single, largest group, it is imperative that they are made aware of this motion picture. The school is probably the best and most influential environment to make contact with this vast number of people and, in view of the important historical nature of the film, the study guide is the perfect educational promotional item.

Now SEVENTEEN Magazine has acknowledged the educational as well as entertainment value of "Is Paris Burning?" In its annual promotion brochure to schools, educators and organizations across the country, SEVENTEEN illustrates its Teaching with Seventeen's "Picture of the Month" section with Paramount's "Is Paris Burning?"

The brochure, Seventeen-at-School, regularly illustrates with specific movies, how home-making teachers can guide students in learning from the films they go to see for entertainment. It is noteworthy that "Is Paris Burning?" is January's choice.



\$7.00 Per Thousand F.O.B. Plant Imprinted at following prices First 1,000 ..... \$5.00  
Added thousands, \$3.50 Per thousand. Over 4,000 \$3.00 Per thousand Folding—\$2.00 Per thousand. Rush Your Order Direct to HARRY K. McWILLIAMS, 431 West 28th Street, New York, N.Y. 10001 Phone (212) 695-0061 for Rush Orders Shipping—by Parcel Post Special We will bill you for postage charges Large shipments by truck shipping charges collect Check or money order must accompany order

The most influential magazines that reach teachers and students in the classrooms of grade, junior and senior high schools have already realized the educational significance of "Is Paris Burning?" by spotlighting the film in three major publications. Junior Scholastic, Senior Scholastic, and Scholastic Teacher which are distributed throughout the United States and Canada, have given this great drama unprecedented exposure.

In conjunction with Scholastic Magazine, Paramount Pictures has created a special co-op poster. This attractive, attention-getting bulletin board item, has been mailed to junior and senior high school principals throughout the country.

## COOK'S TRAVEL AGENCY TIE-IN

An extensive and vastly beneficial tie-in between Thomas Cook & Son, one of the world's leading travel agencies, and Paramount's "Is Paris Burning?" has occurred via a huge in-store promotion for the epic motion picture.



Beginning with their main office on New York's bustling Fifth Avenue, hundreds of Thomas Cook & Son Travel Service branches across the United States and Canada will devote their windows to "Is Paris Burning?" displays including scene stills and advertising material. In addition, as an extra boost to your playdate, the travel agencies will display counter cards and reserved-seat mail order blanks on their premises.

Contact your local Cook travel agency branch for playdate crediting in window displays and other mutually-beneficial promotions such as a Trip to Paris contest, joint newspaper ads, an in-lobby travel display and co-op heralds.

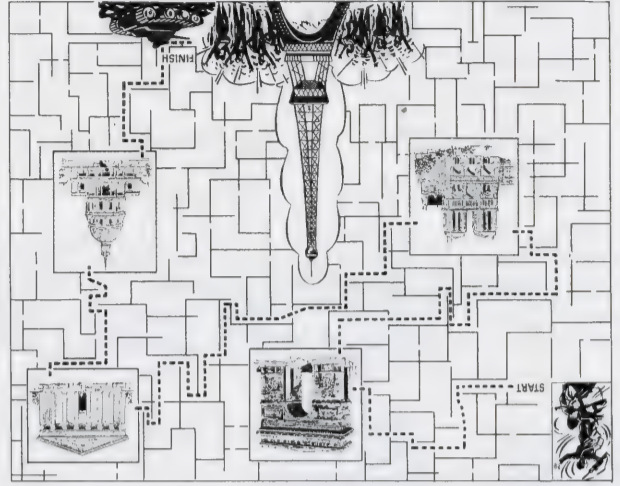


**HANDSOME SOUVENIR BOOK COMPLEMENTS GREAT FILM!**

A very special and unusual book which truly adds lustre to the magnificent motion picture it represents, is available for sale in your theatre. The book has quality still reproductions, as well as interesting and informative material of the background of the liberation, and the behind-the-scenes of the making of this noteworthy film. There are also sixteen portraits of the huge international cast featured in "Paris Burning?" with biographical information. This book is a valuable promotion item for the film.

Order from Premier Programs Corp., 1619 Broadway, New York, N.Y. 10019.

SELL "15 PARIS BURNING?" to the kids in your town via this exciting Contest Maze (Mat 4XB). The maze can be planted in newspapers and it can be used in the form of a herald to be distributed at schools, Boy and Girl Scout troops, candy stores and wherever youngsters congregate. Offer guest tickets to contest winners and display the winning entries in your lobby. Suggested copy: Join the Liberators on their march through Paris, as they free one historical landmark after another in this exciting puzzle. Win free tickets to a magnificent motion picture, "15 Paris Burning?" while you have a fascinating time solving this fun contest.



Maze is shown here with Dotted Line Solution

**INGENIOUS MAZE CONTEST!**

8. Edge  
9. Gate (Fr.)  
10. French pronoun (pl.)  
11. Here (Fr.)  
12. Single  
13. de cologne  
14. Hospital worker  
15. (Ints.)

16. French pronoun (pl.)  
17. Aye, Aye  
18. Steur  
19. Here (Fr.)  
20. Single  
21. de cologne  
22. Hospital worker  
23. (Ints.)

24. Edge  
25. Gate (Fr.)  
26. French pronoun (pl.)  
27. Here (Fr.)  
28. Single  
29. de cologne  
30. Hospital worker  
31. (Ints.)

32. Edge  
33. Gate (Fr.)  
34. French pronoun (pl.)  
35. Here (Fr.)  
36. Single  
37. de cologne  
38. Hospital worker  
39. (Ints.)

40. Edge  
41. Gate (Fr.)  
42. French pronoun (pl.)  
43. Here (Fr.)  
44. Single  
45. de cologne  
46. Hospital worker  
47. (Ints.)

48. Edge  
49. Gate (Fr.)  
50. French pronoun (pl.)  
51. Here (Fr.)  
52. Single  
53. de cologne  
54. Hospital worker  
55. (Ints.)

56. Edge  
57. Gate (Fr.)  
58. French pronoun (pl.)  
59. Here (Fr.)  
60. Single  
61. de cologne  
62. Hospital worker  
63. (Ints.)

64. Edge  
65. Gate (Fr.)  
66. French pronoun (pl.)  
67. Here (Fr.)  
68. Single  
69. de cologne  
70. Hospital worker  
71. (Ints.)

72. Edge  
73. Gate (Fr.)  
74. French pronoun (pl.)  
75. Here (Fr.)  
76. Single  
77. de cologne  
78. Hospital worker  
79. (Ints.)

80. Edge  
81. Gate (Fr.)  
82. French pronoun (pl.)  
83. Here (Fr.)  
84. Single  
85. de cologne  
86. Hospital worker  
87. (Ints.)

88. Edge  
89. Gate (Fr.)  
90. French pronoun (pl.)  
91. Here (Fr.)  
92. Single  
93. de cologne  
94. Hospital worker  
95. (Ints.)

96. Edge  
97. Gate (Fr.)  
98. French pronoun (pl.)  
99. Here (Fr.)  
100. Single  
101. de cologne  
102. Hospital worker  
103. (Ints.)

104. Edge  
105. Gate (Fr.)  
106. French pronoun (pl.)  
107. Here (Fr.)  
108. Single  
109. de cologne  
110. Hospital worker  
111. (Ints.)

112. Edge  
113. Gate (Fr.)  
114. French pronoun (pl.)  
115. Here (Fr.)  
116. Single  
117. de cologne  
118. Hospital worker  
119. (Ints.)

120. Edge  
121. Gate (Fr.)  
122. French pronoun (pl.)  
123. Here (Fr.)  
124. Single  
125. de cologne  
126. Hospital worker  
127. (Ints.)

128. Edge  
129. Gate (Fr.)  
130. French pronoun (pl.)  
131. Here (Fr.)  
132. Single  
133. de cologne  
134. Hospital worker  
135. (Ints.)

136. Edge  
137. Gate (Fr.)  
138. French pronoun (pl.)  
139. Here (Fr.)  
140. Single  
141. de cologne  
142. Hospital worker  
143. (Ints.)

144. Edge  
145. Gate (Fr.)  
146. French pronoun (pl.)  
147. Here (Fr.)  
148. Single  
149. de cologne  
150. Hospital worker  
151. (Ints.)

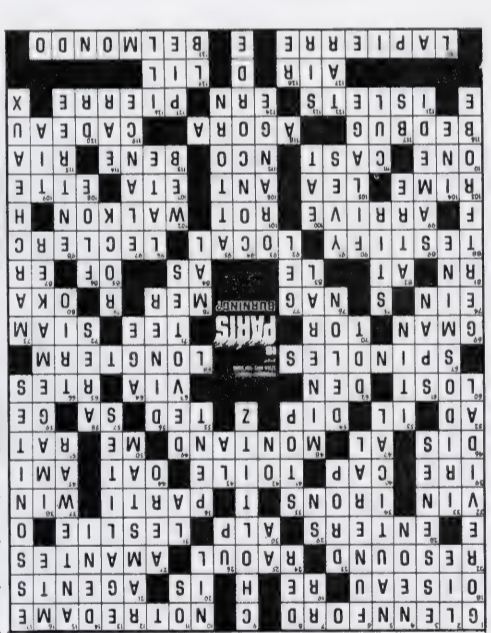
152. Edge  
153. Gate (Fr.)  
154. French pronoun (pl.)  
155. Here (Fr.)  
156. Single  
157. de cologne  
158. Hospital worker  
159. (Ints.)

160. Edge  
161. Gate (Fr.)  
162. French pronoun (pl.)  
163. Here (Fr.)  
164. Single  
165. de cologne  
166. Hospital worker  
167. (Ints.)

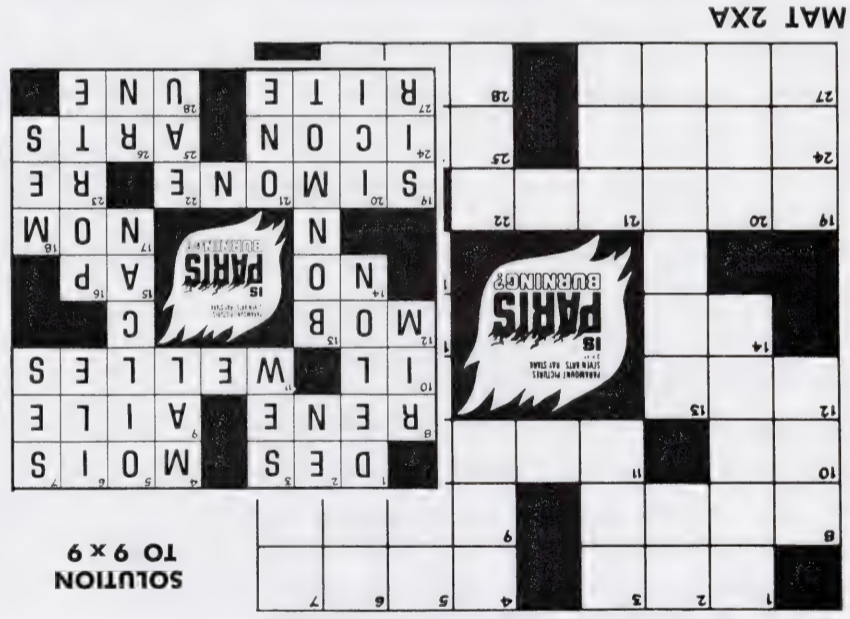
**MAT 3XA**



**CROSSWORD PUZZLE 21 x 21**



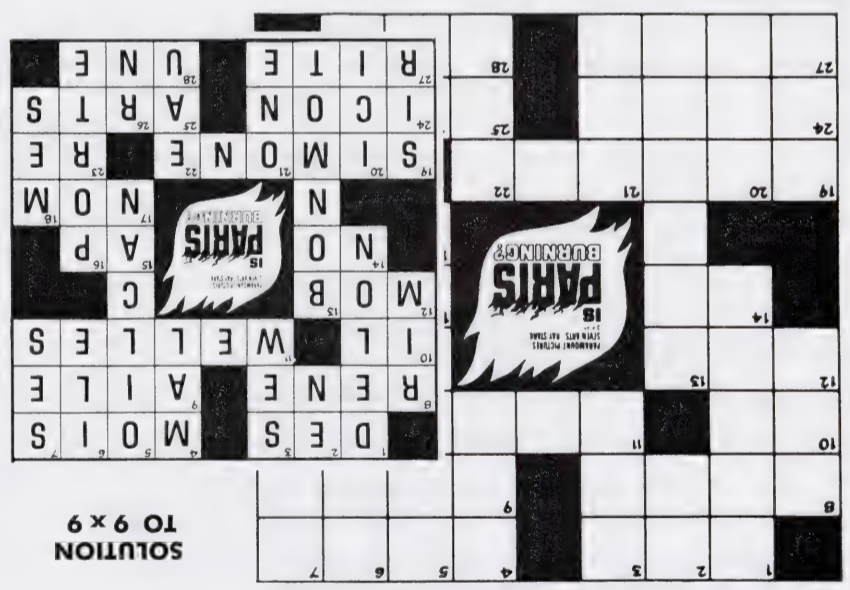
**SOLUTION TO 21 x 21**



**CROSSWORD PUZZLE 9 x 9**

**SOLUTION TO 9 x 9**

**MAT 2XA**

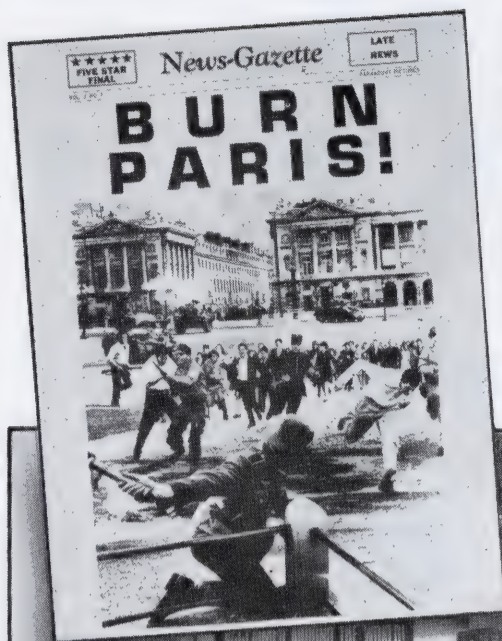


The crossword puzzle is an ideal, refreshing item that should be included in your over-all promotion campaign for "Paris Burning?" Paramount has not designed one crossword puzzle, but two—one for adults and one for kids. Therefore, the feature can be made available for use as an adult or kid's feature for newspapers, weeklies and might be of interest to school and church newspapers and newsletters. Please note that along with the puzzle you must supply the definitions and a copy of the solution, which can be printed elsewhere in the same issue or in the following issue. (ORDER MAT 3XA FOR THE ADULT PUZZLE OR MAT 2XA FOR THE KIDS PUZZLE FROM YOUR LOCAL BRANCH OF NATIONAL SCREEN SERVICE).

**FASCINATING CROSSWORD PUZZLES AVAILABLE ON "PARIS!"**

# AN EXPLOSIVE HERALD FOR A DRAMATIC BLOCKBUSTER

Create an explosive boxoffice with this dramatic and king-sized, four-page 11 x 17½ tabloid herald. Designed to highlight the monumental sweep of this great historical film, as well as the gripping, dynamic personal drama, this herald is a hot promotional item.



Added excitement, enthusiasm, want-to-see and interest cannot help but be generated by this dynamic item made to help you get maximum exposure and impact in your merchandising campaign.

This Herald has space to imprint your theatre name, playdate, or an ad for a local merchant who agrees to distribute the Herald and share in the low cost.



**HERALD (11 x 17½) \$10.50**  
**Per thousand—F.O.B. Plant.**  
**Plant Imprinted at following**  
**prices First 1,000 . . . \$5.00.**  
**Added thousands, \$3.50 Per**  
**thousand. Over 4,000 \$3.00**  
**Per thousand — Folding —**  
**\$2.00 Per thousand. Rush**  
**Your Order Direct to HARRY**  
**K. McWILLIAMS, 431 W. 28th**  
**St., N.Y., N.Y. 10001 —**  
**212 695-0061 for rush**  
**orders. Shipping — by Par-**  
**cel Post Special. We will bill**  
**you for postage charges.**  
**Large shipments by truck.**  
**Shipping charges collect.**  
**Check or money order must**  
**accompany order.**

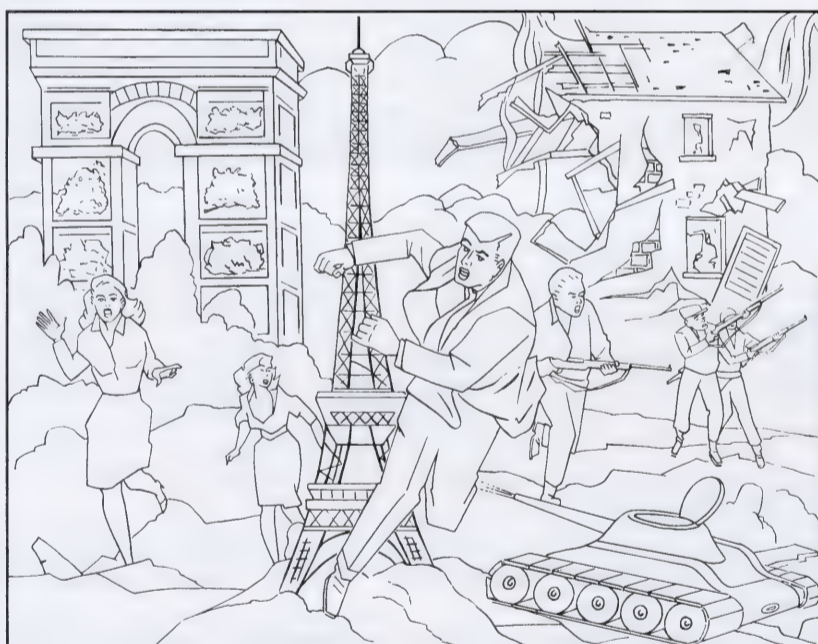
## HOW TO EFFECTIVELY DISTRIBUTE THE HERALDS

- Use ad direct mailing pieces and take advantage of special bulk postage rates.
- Distribute to automobile dealers, auto supply stores and other outlets dealing in automotive services and products.
- Have students distribute them to their schoolmates before and after class sessions.
- Make them available to establishments where the younger generation congregates (candy store, bowling alley, amusement park, youth centers, etc.).
- Give them to your patrons prior to your playdate.
- Have merchants put them in bags and packages.
- Have a few youngsters deliver them door-to-door throughout your town.
- Have newspaper boys slip-sheet them into the local newspapers.
- Place them on the windshields of cars.
- Make an arrangement with the local milkman to deliver them with the milk.
- Place them on the counters of local shops.
- Arrange with a local restaurant for them to be inserted into coats and jackets while hanging in the checkroom.

## SPONSOR AN "IS PARIS BURNING?" COLORING CONTEST

A unique promotion item that will appeal to kids of all ages, especially if ample prizes are involved, is the coloring contest created for "Is Paris Burning?" Greater word and enthusiasm cannot help but be created for the film even by the losers.

Available in a four-column mat (4XA) from your local branch of National Screen Service, the coloring contest can be used as an effective selling aid. With this mat you can make up a large quality of reproductions that include your theatre imprint and playdate.



### SUGGESTED CONTEST COPY TO BE USED WITH THIS COLORING MAT:

This coloring contest is for a Soundtrack Album and a Trip to the movies for the family.

How would you like to take your family to see the magnificent film, "Is Paris Burning?" That's the prize for the top winner in this coloring contest. Winner is limited to six tickets.

We will also award the Columbia long play record album of "Is Paris Burning?" soundtrack and two movie tickets to the second place winner.

The third, fourth and fifth place winners will receive a pair of tickets.

To enter the contest, clip out the adjoining picture and color it with crayons, coloring pencils or paints. But there's no need to stop there.

Let your imagination run riot. Decorate the picture in any way

you want. You may use a frame or cut-outs or anything you wish. The fancier and more imaginative the better.

When you have finished, be sure and fill out the coupon below the picture. You may leave it attached or paste it to the back of your entry.

Mail your entry before midnight \_\_\_\_\_ to "IS PARIS BURNING?" Contest \_\_\_\_\_. Winners will be announced in this space two weeks from today.

Students who have not entered the ninth grade are eligible to enter.

"Is Paris Burning?" magnificently recreates one of the great historical events of the twentieth century—the liberation of Paris. It is a massive motion picture, skillfully interweaving genuine history with a gripping fictional narrative. It opens \_\_\_\_\_ at the \_\_\_\_\_ theatre.

## PUBLICIZE YOUR OPENING DATE WITH A "SALUTE TO PARIS" WEEK!

With the opening of "Is Paris Burning?" it should be possible to set up an official "week" to honor Paris, the city which is known for the excellence of so much of the world's art, music, high fashion, fine cooking, wines, cheeses, etc.

With the aid of any French organization, and in collaboration with a leading department store or shopping center, arrange a week of activities organized around the theme of Paris, including several or all of the following: merchandise sales, fashion shows, cooking demonstrations, wine and food tastings, museum and gallery art shows, library book displays, orchestra and band concerts, school programs, lectures, window displays.

For maximum impact all of these events should be planned to coincide in the two or three weeks prior to your opening. The value of any of these events is measured by the amount of interest and space garnered for the engagement of "Is Paris Burning?", so it is important that you make your materials and your resources as readily available as possible.

### HERE'S WHAT YOU CAN DO TO MAKE YOUR COMMUNITY AWARE OF "PARIS:"

- Contact department stores about merchandising displays. Books, jewelry, perfumes, paintings are some of the French items stores sell and could be featured at this time.
- Something could be done with French cooking. A woman's show on tv or radio which usually does cooking descriptions might use some recipes of French origin during the week and include a mention for the film.
- Contact libraries. Have them feature displays about Paris, the city that inspired such American authors as Hemingway and Fitzgerald to greatness. Of course, "Is Paris Burning?" should be prominently featured in the window, as well as stills from the film and books on French cooking, history travel, etc.
- Contact clothing stores, and put on a fashion show. Although stores may not carry fashions made or designed in Paris, many designs are inspired by Paris couture and most people associate stylish clothes with the French.
- Paris has been a source of inspiration for Modern Art and it shouldn't be difficult to arrange a show to coincide with your Paris week. If fine old paintings, prints or modern examples aren't available, a display of art photographs can be obtained from the French Cultural Attache.

### FREE: Open-End Radio Interviews with "Paris" Personalities

Exciting personalities make for exciting interviews—and the outstanding talent of "Is Paris Burning?" enables Paramount to offer you a sparkling array of radio interviews your deejays will want to have—to put on the air—and to use again and again. Your patrons will be fascinated to hear the many different opinions and clever chatter of Charles Boyer, Leslie Caron, Alain Delon, Kirk Douglas, Glenn Ford, Gert Frobe, Yves Montand, Anthony Perkins, and Simone Signoret. There are few radio interviews than can equal these in terms of arousing advance interest in a picture.

(Order from Paramount Pictures Field Advertising & Publicity Dept.)

# SOMETHING NEW AND ORIGINAL! DRAMATIC PHOTOGRAPHIC COMPARISON!

An unbelievable amount of research and attention to detail went into the making of the great historical drama, "Is Paris Burning?" Director Rene Clement dug into files, photographs and every other material that described the Paris of 1944 and did his artistic best to transcribe his research faithfully to the screen.

Here are seven stills which graphically illustrate the dramatic recreation of Paris during those very hours before, during and after the Liberation. The top half of each photo shows Paris as it actually was during those days of trial, and the bottom half shows the same authentically recreated in the film.

The still numbers are IPB/MU/1, 2, 3, 4, 5, 6, and 7. Order from your local branch of National Screen Service.



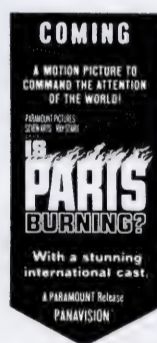
## CONTESTS & PROMOTIONS

- Airlines and Travel Agencies—Run a contest to select a Miss Liberation from among girls born in 1944. If a sufficient number of entrants are available look for someone born in August of that year, perhaps on August 25, the day of the Liberation. If this can be run as a joint contest sponsored by a newspaper or radio-TV station, you may be able to interest one of the airlines flying to Paris in donating a ticket for Miss Liberation and an escort to visit the city spared from destruction in 1944 as described in "Is Paris Burning?"
- Stage a theatre party for the benefit of a veteran's organization. The outfit takes the house, or part of the house, sells tickets at advanced prices, and keeps the difference. The event can be turned into a gala evening. On the night of the show, the vet group can have a massing of

the colors, drill in uniform or similar ceremony in front of the theatre.

- Photographic Contest. With the cooperation of either the travel or photo editor of your newspaper, set up a contest for the best photograph of the city of Paris. If possible, set up a separate category for photos taken by GIs during the liberation in 1944. Try to arrange a three way contest involving a major film processor in your community or a camera shop which would donate a camera as a prize. The best of the photos entered could be published in the paper, exhibited at a department store, theatre lobby or art museum. Perhaps the final judging could take place on a TV program. In addition to the photography editor of the newspaper, use a veteran of the liberation and a distinguished citizen as judges

### Banner Displays



Streamer: 15' long, \$21.50 each. Valance: \$2.15 per running foot; minimum length 10 feet. 6' x 3' red, white and blue fan drapes with gold fringe: \$5.75 apiece. Flag Wall Banner 9' x 12'. Single Faced \$80.00. Double Faced \$145.00. Badge 50¢ each. Manufactured by National Flag and Display Co., 43 West 21st St., New York, N.Y. 10010.



Order from your local NATIONAL SCREEN SERVICE

### DELUXE HI-RISE STANDEE

Something attention-getting and dramatic in display advertising

- It's attention-arresting. Off-the-floor, at eye-level, this novel hi-rise display is A-1 advertising!
- Budget-priced. Invest a mere \$9.95, and attract dozens of additional customers. (Plus \$1.50 for the hi-rise extension pole which you can use week-after-week for any other standees you order.)
- Convertible Made for two-way use, this floor-to-wall display is simply adaptable. If floor space is limited or legally restricted, hang it on the wall.

the deluxe  
**Hi-RiSE**  
Standee

Deluxe Hi-Rise Standee . . . . . \$9.95  
Re-usable Extension Pole . . . . . \$1.50

Order from your nearest NATIONAL SCREEN EXCHANGE

## MATERIALS CHECK LIST

### FREE: SPECIAL TEASER TRAILER

Generate advance excitement and enthusiasm for your play-date with this tensely dramatic and hard-hitting teaser trailer which projects the magnificent historical sweep and gripping personal drama of "Is Paris Burning?" Also designed for use as a cross-plug trailer, this item is an important part of your campaign and should be used whenever possible.

### REGULAR THEATRE TRAILER:

(Order from your local branch of National Screen Service)

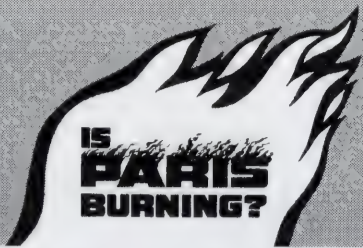
### FREE: TV TRAILER AND TELOP CARD:

Available is a FULL SET of TV SPOTS specially created to reflect all the dramatic action and tense excitement of the film. Also available is a TV TELOP CARD.

(Order from Paramount Pictures Field Advertising & Publicity Dept.—See coupon on back page.)

### FREE: RADIO SPOT ANNOUNCEMENTS:

Available is a FULL SET of RADIO SPOTS dynamically created for maximum boxoffice sell. (Order from Paramount Pictures Field Advertising & Publicity Dept.—See coupon on back page)



# PUBLICITY

## TO COMMAND THE ATTENTION OF THE WORLD!

### SPECTACULAR TASK OF RE-CREATING OCCUPIED PARIS MAKES "IS PARIS BURNING?" GRIPPING, BRILLIANT FILM!

(ADVANCE)

Over one thousand years have passed since the barbarians sacked Rome but it was only a little more than 22 years ago that Paris, France was rescued from similar destruction in one of the narrowest escapes in the annals of Western civilization. The complete destruction of Paris was the order of the day in the summer of 1944 when the German occupation of the City of Light was threatened by the rapidly advancing Allied armies. An incredible chart of ruin was ordered and followed. Dynamite charges were all in place. Only one ingredient was lacking: a signed order from the German general charged with carrying out Hitler's mad plan to blow up the Louvre Museum, Notre Dame Cathedral, the Eiffel Tower, the Arc de Triomphe and the splendid bridges spanning the Seine River.

The facts behind this monstrous plan and its failure come vividly to life in the Paramount-Seven Arts-Ray Stark presentation "Is Paris Burning?" opening ..... at the ..... Theatre.

For an American, 3000 miles or more removed from the scene of this near catastrophe, it is difficult even to imagine a similarly vengeful and thoroughgoing effort to wipe out the history and traditions of the United States. Unlike the French, America's past and present pride are not concentrated in one capital city. An insane and desperate enemy, determined to destroy this nation's proudest monuments, public buildings, and works of art, would have to mount a series of massive, simultaneous explosions in more than one city.

The suspenseful tale of how the Liberation of Paris from the Nazis thwarted this plan was originally unfolded by co-authors Larry Collins and Dominique Lapierre in their book, "Is Paris Burning?", currently among the nation's best-selling paperbacks and for 40 weeks on the national best-seller list in its original, hardcover edition.

This story that gripped millions of readers has now been brought to the screen by Paramount Pictures under the direction of the internationally distinguished Rene Clement, with a cast of international stars.

The filming of this epic of 20th-century history made news itself during the past two years. The events of the Liberation of 1944 were re-created in the streets of today's bustling Paris, under massive logistical plans more suitable to armies on the march than to an army of movie-makers. The fabled traffic of modern-day Paris was routed from key locations such as the swirling Place de la Concorde, and at the height of the summer travel season, Parisians and tourists were cleared from favorite landmarks to permit the motion-picture cameras to photograph those sites that had been doomed by Hitler to destruction in August of 1944. This all but impossible task was made possible through the co-operation of the French government, on orders from its summit. Only then could the street battle for the Liberation of Paris be re-fought with all its chilling realism.

This stunning detail, as in the book, serves only as the background for a grippingly human story: the conflict which tore the soul and conscience of Hitler's general, von Choltitz (played by Gert Frobe of "Goldfinger" fame), charged with the mad mission; the adventures of the men and women of the French Resistance as they out-tricked their captors; the roles played by the American and French armies and the leaders—men like Patton and Bradley—on whom the fate of Paris finally came to rest.

"Is Paris Burning?" a Paramount-Seven Arts-Ray Stark presentation, was produced by the late Paul Graetz from a screenplay by Gore Vidal and Francis Coppola. Some of the stars participating in the film are Leslie Caron, Kirk Douglas, Glenn Ford, Anthony Perkins, Simone Signoret and Orson Welles.

## JOYOUS ARRIVAL



Still #IPB/P/226

Mat 2C

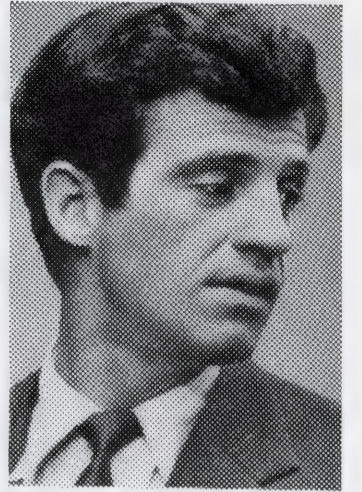
A CHEERING and exultant crowd greets the Allies and French troops in this triumphantly emotional scene from the Paramount—Seven Arts—Ray Stark presentation of "Is Paris Burning?" opening ..... at the ..... Theatre. Sixteen international stars appear in the spectacular production, which was produced by Paul Graetz and directed by Rene Clement.



Still #IPB/P/35

Mat 2G

HIGHLY CHARGED confrontation scene occurs between Gert Frobe, playing Gen. von Choltitz, and Orson Welles, as the Swedish Consul Nordling, in the Paramount—Seven Arts—Ray Stark presentation of "Is Paris Burning?" opening ..... at the ..... Theatre. Sixteen international stars appear in the powerful motion picture.



Still #IPB/P/1 Mat 1A  
JEAN-PAUL Belmondo plays Morandat in "Is Paris Burning," a Paramount release opening ..... at the ..... Theatre.

### International Best-Seller

### "Is Paris Burning?"

At \_\_\_\_\_ Theatre

(ANNOUNCEMENT)

The local premiere of the film re-creation of the international best-seller "Is Paris Burning?" will take place on ..... at the ..... Theatre, the management announced today. This will be a reserved-seat policy.

Our city is thus designated as one of the first in the United States to receive the Paramount-Seven Arts-Ray Stark presentation.

Based on the book by Larry Collins and Dominique Lapierre, the production of "Is Paris Burning?" created news all over the world during the past year when the liberation of 1944 was restaged in the streets of Paris. The book, and the film, trace the many heroic and human stories of the men and women who collectively brought to life the dramatic and suspenseful epic of 1944 when the City of Light and the City of Love were imperilled by Hitler's mad plan to destroy what he could not have.

Twenty-two years later, director Rene Clement and a cast of hundreds including a score of top international stars came together to perpetuate the romance and the excitement which have made "Is Paris Burning?" the amazing untold story of the war. The priceless ingredient, the availability of all the renowned highlights of Paris, could only be made possible by official government cooperation at the highest levels, and therefore it has been said that the filming of "Is Paris Burning?" is a once-in-a-lifetime possibility on a scale unlikely to be achieved again.

Shooting was scheduled for August, the traditional holiday month when more than half of all Parisians pour out of the city. Nonetheless, it was the height of the tourist season, with formidable traffic and turmoil. Then "Is Paris Burning?" started to roll. Jeeps, trucks, cars, tanks, uniformed actors swarmed in. Whole squares had to be roped off. Shooting was called for as early as five in the morning to take advantage of the mid-city's least crowded hours.

Among the stars who participate in "Is Paris Burning?" are Jean-Paul Belmondo, Charles Boyer, Leslie Caron, Jean-Pierre Cassel, George Chakiris, Alain Delon, Kirk Douglas, Glenn Ford, Gert Frobe, Yves Montand, Anthony Perkins, Simone Signoret, Robert Stack, Marie Versini, Skip Ward and Orson Welles.

"Is Paris Burning?" was produced by the late Paul Graetz from a screenplay by Gore Vidal and Francis Coppola. The musical score has been written by Maurice Jarre, who recently won the Academy Award for that contribution to "Doctor Zhivago."

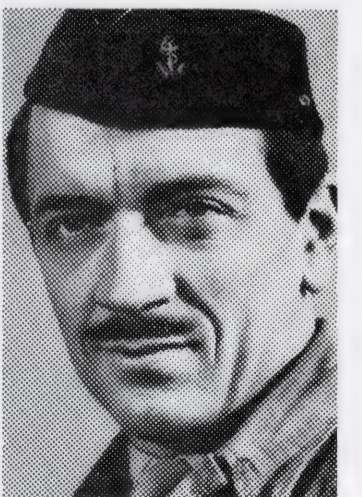
Details of performance policy at the ..... Theatre for the engagement of "Is Paris Burning?" will be made known shortly.



Still #IPB/P/2 Mat 1B  
CHARLES Boyer plays Monod in "Is Paris Burning," a Paramount release opening ..... at the .... Theatre.



Still #IPB/P/3 Mat 1C  
LESLIE Caron plays Francoise Labe in "Is Paris Burning," a Paramount release opening ..... at the ..... Theatre.



Still #IPB/P/4 Mat 1D  
JEAN-PIERRE Cassel plays Lt. Karcher in "Is Paris Burning," a Paramount release opening ..... at the ..... Theatre.



## Kirk Douglas Not Just Actor But Also Ambassador

Time was when actors were thought unqualified to practice the art of citizenship beyond their chosen calling. One of those to refute this distant belief is Kirk Douglas, who portrays General George Patton in the spectacular re-creation of the Liberation of Paris, "Is Paris Burning?"

Douglas was moved both by a sense of history and the importance of restaging the international best-seller so that it will be perpetuated on film in the presentation of Paramount Pictures, Seven Arts and Ray Stark presentation opening . . . . . at the . . . . . Theatre.

But this was only one of many similar interludes motivating the actor's life. He did the Israeli fighter story, "Cast a Giant Shadow." In his most recent production, "The Way West" he felt he could contribute a fresh and possibly lasting viewpoint to the saga of the American West.

Between pictures, Kirk Douglas practices another role—as roving ambassador, speaking freely and articulately what is on his mind as an American but also as a world citizen. The fact that his wife, Anne is a handsome co-spokesman, and the fact that both Kirk Douglas and his wife are equally at home speaking English or French, aids immeasurably in winning him the confidence of the people he encounters in various lands.

Kirk Douglas, like others in the new breed of Hollywood star, represents the kind of modern internationalism that operated in the Liberation of Paris and forms the basis of "Is Paris Burning?"

For that reason alone, let alone the box-office draw of his name, the film's producers feel that they are in luck that he is one of the glittering company which also includes Charles Boyer, Leslie Caron, Glenn Ford, Gert Frobe, Yves Montand, Anthony Perkins, Simone Signoret, and Orson Welles.

## SIGNORET & MONTAND — A FAMILY AFFAIR

Coming up fast as France's first family of actors are husband and wife Yves Montand and Simone Signoret and Miss Signoret's 20-year-old daughter by a previous marriage, Catherine Allegret. Montand and Signoret (she is increasingly often called just that, like Garbo) have been married sixteen years, but not worked together very often. The first major time was in Arthur Miller's play "The Crucible." More recently all three acted together in "The Sleeping Car Murder." Mr. and Mrs. Montand will be seen in the Paramount Pictures - Seven Arts - Ray Stark presentation of "Is Paris Burning?," opening . . . . . at the . . . . . theatre.

Recently called by the Sunday Times of London "still one of the most attractive women in the world," Simone Signoret at 45 is still relatively unaware of her "status" as one of the world's great actresses. But "Room at the Top" and the Academy Award and later "Ship of Fools" and a nomination for yet another Oscar prove it.

Montand, perhaps the outstanding music-hall entertainer of his generation, has electrified audiences in Paris, in New York, and now has been offered a Broadway musical. If that comes to pass Signoret will come to New York with him. Daughter Catherine expects to make her Hollywood debut about the same time, which seems to prove that the Montands are as much a first acting family of the world as of France.

That they plan to keep busy is evident. "But," says Simone Signoret, "we would have set aside anything else to appear in 'Is Paris Burning?'. That's a promise made long ago to Rene Clement." Clement is the director of this self-perpetuating memorial to French independence, and, like the Montands, was active in his younger days in the French Resistance.



Still #IPB/P/63

Mat 2H

A FRANTIC Leslie Caron desperately searches for her husband at a deportation station in one of the most moving scenes in the Paramount—Seven Arts—Ray Stark presentation, "Is Paris Burning?" opening . . . . . at the . . . . . Theatre. Sixteen international stars appear in the overwhelming recreation of one of this century's most heroic events—the Liberation of Paris.

## Director Clement Scores Again With War Theme In "Is Paris Burning?"

(PRE-OPENING)

Rene Clement, regarded by many as one of the most distinguished of film-makers, has returned to the cinematic theme which won him international recognition nearly 15 years ago—World War II in his native France.

But while the subject of his first important film, "Forbidden Games," and his current effort, Paramount—Seven Arts—Ray Stark film version of "Is Paris Burning?" opening . . . . . at the . . . . . Theatre are similar, both the viewpoint and the scope are totally different.

Filed in 1951, "Forbidden Games" was an intimate and poignant look at how the coming of the War to France affected the lives of two small children.

With "Is Paris Burning?" Clement, as if to complete unfinished business, is dealing with the end of the war in his native land, but is bringing to the screen a treatment which is epic in scale although not neglecting the personal elements of the historic Liberation of the City of Light in 1944. It is a story which has great personal impact for the director, who lived through both the occupation and Liberation of France.

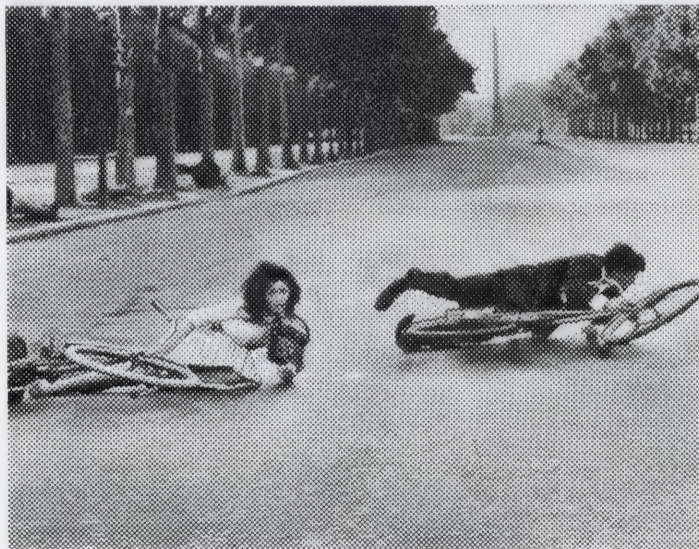
As at home with his actors as he is with his first love, the camera, M. Clement never relies on anyone to do for him what he can best do himself; his presence is constantly felt on the set as he checks a camera angle, demon-

strates a movement for a performer and supervises the technical team. There is never a moment when a visitor need ask, "Where is the director?" The answer is self-evident: "He is there . . . and there . . . and everywhere."

Clement was thrice-honored for "Forbidden Games" in 1952 with the most coveted awards a film-maker can receive: an Honorary Academy Award for the Best Foreign Language Film, the New York Film Critics Award as Best Foreign Film and the Grand Prize at the Venice Film Festival.

He is hopefully expectant of equalling his achievement of 1952 with "Is Paris Burning?" which had its gala American premiere performance November 9 at New York's Criterion Theatre for the benefit of the Alliance Francaise.

Produced by Paul Graetz in Panavision from the best-seller by Larry Collins and Dominique Lapierre, "Is Paris Burning?" stars Jean-Paul Belmondo, Charles Boyer, Leslie Caron, Jean-Pierre Cassel, George Chakiris, Alain Delon, Kirk Douglas, Glenn Ford, Gert Frobe, Yves Montand, Anthony Perkins, Simone Signoret, Robert Stack and Marie Versini.



Still #IPB/P/121

Mat 2E

JEAN-PAUL BELMONDO and Claire Versini, two members of the Resistance, drop to the ground in order to escape fire from the Germans in this spellbinding scene from the Paramount—Seven Arts—Ray Stark presentation, "Is Paris Burning?" opening . . . . . at the . . . . . Theatre. Sixteen international stars appear in the stunning film.

## LESLIE CARON — NEW ROLE AS HOSTESS WITH THE MOSTEST

The hostess with the mostest in 1966 would seem to be Leslie Caron. The international film star, whose range has gone from little-girl gamine in "Lili" to top-flight dramatic actress in "The L-Shaped Room," reinforces her position on the dramatic side as the leading lady of "Is Paris Burning?," the spectacular recreation of the 1944 Liberation of Paris first told in a best-selling book and now filmed by Paramount Pictures, Seven Arts and Ray Stark, and opening . . . . . at the . . . . . Theatre.

In recent months Leslie Caron has been singled out by leading news and fashion magazines like Vogue and Time as the leading hostess of London's new "swinging society," which is to say leading hostess at today's center of the world. Not a day passes but Miss Caron is to be seen in a major American or English or French publication as spokesman for the glamorous and fashionable new generation that has emerged in the mid-sixties. She is first to acknowledge that the casting surprises her. After all, Leslie is not today's white-booted teenager but in the new swinging London that seems to have grown up and coexist beside the traditional London of old, Leslie Caron seems to be the bridge that connects the two worlds, and it is her parties, her clothes, her opinions that find their way into prominence regularly in the newspapers and magazines.

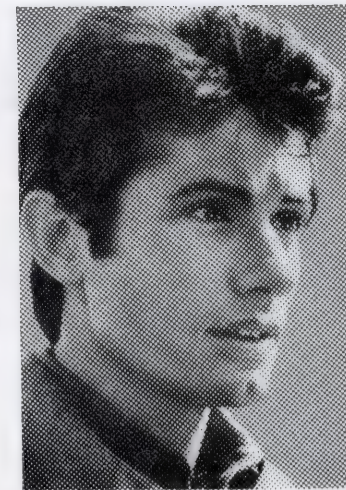
It seems to surprise Leslie as much as anyone. But it's been time for a change for some time now, and it pleases her. "I got so tired of being described as cute, or pixy, or gamine that I began to feel positively gnomish, like one or more of the seven little dwarfs. Even after 'The L-Shaped Room' I still got offered those parts."

She has resisted them every time, being determined the one thing she would not do would be Lili again (Beatrice Lillie fans, look away, please). The feminine lead in a project as international as "Is Paris Burning?" suited her fine, however. Herself of French birth, but an American star, and presently resident in London, she almost totally emulates the "allied" quality of the Rene Clement film.

"I lived in Paris through the Occupation, I know what it was like," she recalled in a recent interview. In the film version of the book by Larry Collins and Dominique Lapierre, her big scenes are with Alain Delon and Orson Welles, and were played, as was most of the film, in the actual places of Paris where the Liberation took place. In one long sequence, Leslie found herself alongside coal yards and railroad tracks at the Gare de Pantin. Here busloads of prisoners were brought from Fresnes prison by the Nazis, pushed into waiting freight cars, and taken off to the doom of Buchenwald.

Leslie Caron's determination to stay ever-fresh, to put a new face on it, probably explains—along with innate good taste and sense of style—her present eminence as the hostess and fashion arbiter which singles her out time and again as the London party-giver who makes the papers and as the Cannes Festival luminary who gets all the coverage in the press. Someone said recently that Julie Christie, Michael Caine and Leslie Caron were the top names in London's film world today; as the one who is not the newcomer, one thing is certain, Leslie must be doing something right.

PROVEN ABILITY—Leslie Caron, in "Is Paris Burning?," opening . . . . . at the . . . . . theatre, says that it took three pictures to get her out of playing "Lili" all her life. The first was "The Doctor's Dilemma" which showed her off in sophisticated comedy; the second was "The L-Shaped Room," which let show that she had sex appeal; and now "Is Paris Burning?" to prove her at home in drama.



Still #IPB/P/5

Mat 1E

GEORGE Chakiris plays a G.I. in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.



Still #IPB/P/6

Mat 1F

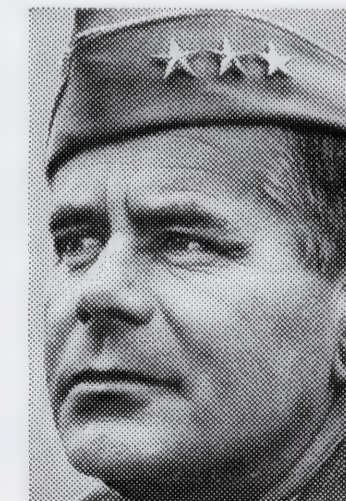
ALAIN Delon plays Chaban-Delmas in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.



Still #IPB/P/7

Mat 1G

KIRK Douglas plays General Patton in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.



Still #IPB/P/8

Mat 1H

GLENN Ford plays General Bradley in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.

# FOURTH INFANTRY NOW IN VIET NAM GETS DRAMATIC RECOGNITION FOR LIBERATION OF PARIS IN "IS PARIS BURNING?"

(OPENING DAY)

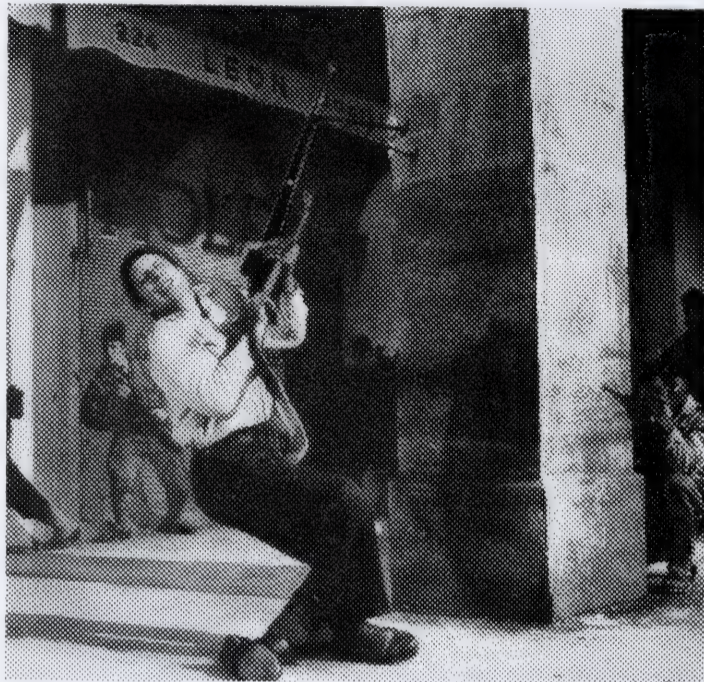
The Fourth Infantry "Ivy" Division is in the thick of action on two distant fronts, widely separated by geography and by 22 years. The gallant Fourth, in Vietnam since August 1966, is in the forefront of current U.S. military efforts. And starting this fall, the hero's role it played a generation ago on the European front in World War II will be brought to worldwide attention.

Dramatic recognition of the Fourth's pivotal contributions to the Liberation of Paris, August 25, 1944, comes in a major new film, "Is Paris Burning?" a Paramount-Seven Arts-Ray Stark presentation opening . . . . . at the . . . . . Theatre. This extraordinary re-creation of history is based on the best-selling book by Larry Collins and Dominique Lapiere, a meticulously researched account of the little-known story of Paris' deliverance after four years of Nazi occupation. Although drama is the first concern of this stirring film, the producers insisted on fidelity to fact. The film was shot entirely in France, with many scenes re-staged in their actual street settings.

Old infantrymen of the "Famous Fourth" have good reason to welcome the salute accorded their outfit after a score of years, first by the book (on the best-seller list 40 weeks and still going great guns in its paperback edition) and now by the film version. Although drama is the first concern of this stirring motion picture, the producers insisted on fidelity to fact.

So did George E. McIntyre, secretary of the Fourth Division Association, and for very good reasons. "Although the Famous Fourth made the initial landing by sea at Utah Beach in Normandy on June 6, 1944, spearheaded the dash down the Cotentin Peninsula to Cherbourg and the breakthrough at St. Lo, was the only American Division to enter Paris on August 25, 1944, suffered the hell of the Hurtgen Forest and breached the Siegfried Line on three occasions," he explains, "history gave us very little credit for these heroic deeds." Until "Is Paris Burning?" the books on World War II inferred that the Fourth Infantry Division bypassed Paris, McIntyre points out. "But we knew we were there—and now the book and the picture, our blood and sweat in both of them, prove it."

The international cast of "Is Paris Burning?" bodes well for the box-office success of this important record of the Fourth in World War II. The film features such distinguished stars as Orson Welles, Charles Boyer, Leslie Caron, Kirk Douglas, and Glenn Ford.



Still #IPB/P/202B Mat 21

**DIRECT HIT**—Henri Karcher plays a member of the French Infantry unit, the first group to reach German headquarters, and who sacrifices his life for the freedom of his city in the Paramount—Seven Arts—Ray Stark presentation of "Is Paris Burning?" opening . . . . . at the . . . . . Theatre. The entire filming of the motion picture was done in Paris to ensure authenticity in this memorable recreation of history.

**TRICKY SHOT**—Probably the trickiest shot for "Is Paris Burning?" which opens a special engagement . . . . . at the . . . . . Theatre, called for an interlude showing fleeing Nazis, abandoning Paris in 1944 on the eve of Liberation, herding pigs to take back with them from occupied Paris to starving Germany. Early one morning cars were backed up on the Champs Elysees, Paris' famed tree-lined boulevard, to accommodate a scene for the Paramount Pictures—Seven Arts—Ray Stark presentation showing a Nazi soldier leading ten pigs up the highway.

**FINALLY FOUND**—When German military vehicles of World War II were needed for authentic action in the spectacular re-creation of the 1944 Liberation of Paris, "Is Paris Burning?" which starts a special engagement . . . . . at the . . . . . Theater, they were not to be found in Germany.

The place that they were found was closer to the home filming base of Paris. All through France, scores of such vehicles were found in backyards and wrecked-car dumps. Abandoned when the Nazis were routed, many became the prize pieces of French collectors.

## Much Research, Dedication Went Into Writing "Is Paris Burning?"

Larry Collins and Dominique Lapiere are young journalists who hit on a successful formula for a bi-lingual writing partnership. Their first joint effort was the best-selling chronicle of the Liberation of Paris, "Is Paris Burning?" on which the Paramount-Seven Arts-Ray Stark film presentation, opening . . . . . at the . . . . . Theatre, is based.

Their dramatic account of the virtually unknown story of the Liberation of 1944 took nearly three years to research. Collins, formerly Paris bureau chief for *Newsweek*, and Lapiere, a senior editor at the French magazine *Paris-Match*, interviewed nearly 1,000 people, Germans, French, English and Americans. They visited Baden-Baden for a series of long talks with the key figure in their book, General Dietrich von Choltitz, commander of German troops in Paris during the occupation. Once the vast historical material was collected and organized, the team tackled the actual writing—but in an unusually efficient way. Each of the pair wrote an alternate chapter, Lapiere writing in French, Collins in English. Then they promptly translated one another's chapters. The book was completed, almost simultaneously,

## WELLES AND FROBE PROVIDE DRAMATIC SPARKS IN "IS PARIS BURNING?"

The confrontation scene has been a theatrical staple for as long as there has been theatre. Rarely has it commanded the screen. The basic premise calls for two strong, powerfully matched actors to face each other down in a crucial dramatic confrontation of the issue at stake in the play—or the film.

In the new Paramount-Seven Arts-Ray Stark presentation due to open . . . . . at the . . . . . Theatre, "Is Paris Burning?", two renowned actors—Orson Welles and Gert Frobe—have one of those all-too-rare opportunities to have a "go" at an authentic dramatic clash. Welles, an American star and filmmaker for 25 years, returns to the spotlight in the film, while Frobe, a German star, reinforces the international fame he established for himself as "Goldfinger."

Frobe plays the German general, von Choltitz, whose mission assigned to him by Adolf Hitler in the last days of the Nazi terror is to burn Paris if it appears that it is likely to fall to the hands of the Allies. Welles appears as Nordling, a Swedish diplomat who intervenes in the hope of preventing von Choltitz from fulfilling Hitler's madness. The scenes between the two men, both large in size, ability and fame, form the crux of the drama in "Is Paris Burning?" and aim to offer filmgoers the kind of full-blown dramatic vigor the screen seldom affords.

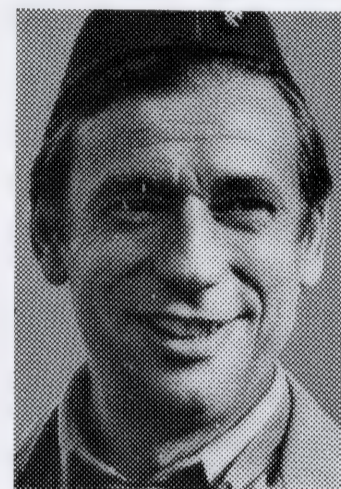
The situation in "Is Paris Burning?" is ideal. A dramatic core of historical significance and great meaning exists: will Paris burn? The dialogue has been written by two screenwriters, Gore Vidal (also a famed novelist and playwright) and Francis Coppola. Two potent actors confront each other.

The scene also permits the filmmaker, director Rene Clement, to stage a scene in which two commanding actors, with great theatrical voices, can make their presence felt as one must give way finally to the other's point of view. But in the "showdown" scenes of "Is Paris Burning?" director Clement felt that there was enough to go around for both performers—and gave them unharnessed freedom to perform at the scale inherent in the situation.

With Welles and Frobe in the film version of the internationally successful book are a number of other notable performers, but none intrude on the big scenes played by the two men. Among them are Jean-Paul Belmondo, Leslie Caron, Alain Delon, Kirk Douglas, Glenn Ford and Yves Montand.



Still #IPB/P/9 Mat 1J  
GERT Frobe plays Gen. Von Choltitz in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.



Still #IPB/P/11 Mat 1K  
YVES Montand plays Bizien in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.



Still #IPB/P/12 Mat 1P  
ANTHONY Perkins plays a U.S. Sergeant in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.



Still #IPB/P/13 Mat 1M  
SIMONE Signoret plays a Cafe Owner in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.



Still #IPB/P/143B Mat 2D  
FRENCH RESISTANTS attack a German truck on the Petit Pont, near Notre Dame, in one of the magnificently staged battle scenes from the Paramount—Seven Arts—Ray Stark presentation, "Is Paris Burning?" opening . . . . . at the . . . . . Theatre.

# Score Of "Is Paris Burning?" Became Deeply Felt Assignment For Composer Maurice Jarre

(OPENING DAY)

Maurice Jarre used to be an engineer. At 16 he decided he'd rather be a musician. Today, at 36, he is one of the world's top film composers. And to prove it, he has two Academy Awards—for the scores of "Lawrence of Arabia" and Doctor Zhivago."

Now Jarre has composed the music for "Is Paris Burning?", a Paramount-Seven Arts-Ray Stark presentation opening . . . . . at the . . . . . Theatre. The film, dealing with the Liberation of Paris in 1944, has become a very personal assignment for him. Like the film's director, Rene Clement, and many of the actors, he lived in Paris through the German occupation and watched the liberating armies surge into the city on August 25, 1944.

At Shepperton Studios, outside London, Jarre recorded the music for "Is Paris Burning?" with an orchestra of 102 musicians including twelve pianos—the first time such a line-up has been used in a film score. And during the sessions he talked about his music, and how a Frenchman makes the Paris he knew live again in his music.

Jarre is slim, and his hands are those of a musician rather than an engineer. The bones are prominent in his face and he has very clear blue eyes and disorganized dark hair which gets in his eyes when he conducts.

For his earlier films Jarre used few instruments. For "Sundays and Cybele"—which he believes brought him luck although the film contained only ten minutes of music—he used only three pieces. For "To Die In Madrid" he used a single guitar. However, "Is Paris Burning?" is a different matter.

"For this very unusual picture we needed a very large orchestra," he explains. "So I chose the biggest symphonic orchestra, because this film is a historical fresco and must have great scope."

Where frequently a composer builds his themes around the main characters, Jarre, for "Is Paris Burning?", chooses themes for different aspects of the action. His score combines the lilting melodies of Paris and the use of those pianos, drums and timpani to underline the sense of menace and to represent the tramp of German boots through the occupied city.

"Everything was against Paris, you know, and Paris was just a poor little woman, all alone. It was like a rape."

Jarre was 14 when Paris was liberated. "It was a time of constant fear, the occupation. At this moment everybody from 13 to 70 was in danger. I remember very precisely that we have fear of the occupant and also very, very great hope about the liberation. The most difficult period was the last two years. Finally we were so hungry. I remember that at each meal my father had a pair of scales for letters, and he weighed the bread for each of us and we each had a very small piece. It was horrible.

"And for the last two years we had to hide all the time. You could be on the Metro or in the street and the Germans would come and take you—all of you. After 14 it was possible to send you to Germany as forced labor.

"Also, there were a lot of Resistants in my school—boys 14 or 15 years old—and there is a scene in this picture, 'Is Paris Burning?', which is perfectly true and right.

"It is a scene of 20 or 30 young boys who were trying to get arms, and were lured into a German trap. And the Germans took them into the Bois de Boulogne and shot them, every one."

It was Rene Clement who approached Jarre to ask him to score "Is Paris Burning?"

"I was very proud that he asked me," says Jarre. "The subject in this case is one which I feel inside me. I know all about the occupation and the Resistance, and I felt it would be a tremendous work for me."

## LIBERATION OF PARIS



Still #IPB/P/137

Mat 2F

**MOMENT OF TRIUMPH** comes to French Resistants fighters as they capture Germans and liberate Paris. Rene Clement has magnificently directed this monumental recreation of one of the century's heroic events—the liberation of Paris—in the Paramount—Seven Arts—Ray Stark presentation, "Is Paris Burning?" opening . . . . . at the . . . . . Theatre. Sixteen international stars appear in the spectacular entertainment. The musical score is by Academy Award winner Maurice Jarre.



Still #IPB/P/181

Mat 2A

**TREMENDOUS RISK** is taken by Roger Pierre in this breathtaking scene from the Paramount—Seven Arts—Ray Stark presentation, "Is Paris Burning?" opening . . . . . at the . . . . . Theatre. The spectacular recreation of the liberation of Paris was directed by Rene Clement with a screenplay by Gore Vidal and Francis Ford Coppola. Sixteen international stars appear in the film which combines a thrilling moment in history with the gripping personal stories of the people of Paris.

## Parts With Meaning And Character Attract Tony Perkins

Anthony Perkins, who is part of an international cast of stars in the Paramount release "Is Paris Burning?", opening . . . . . at the . . . . . Theatre, is an actor who refuses to accept type-casting. The handsome young star could easily have a profitable though stereotyped career as a leading man, but prefers to seek roles in films and on the stage that have meaning and character. His most recent films illustrate his dedication. In "Goodbye Again," he played opposite Ingrid Bergman, portraying a young lawyer in Paris who has an affair with an older woman. This role won for him a Cannes Film Festival Award. Then came Jules Dassin's "Phaedra," a modern-day retelling of the Greek tragedy, in which he played the son of a wealthy Greek shipowner.

Perkins again tackled the unusual in Ely Landau's production, "The Fool Killer," in which he plays the demanding role of a wandering Civil War veteran whose war wounds have destroyed his memory.

It should be plainly evident from the above that Perkins is at the top of his profession. However, not only is the guy talented, he is also lucky. The success of Mr. Perkins did not involve the usual struggle for recognition. In fact, it was during a summer vacation from college that he hitchhiked to Hollywood, where he managed to win a small role as Jean Simmons' boy friend in "The Actress."

Despite an impression on the studio, Tony chose to return to his studies. He never regretted his action, since it gave him the chance to start his career from a Broadway play. When John Kerr left "Tea and Sympathy," young Perkins stepped into the lead, playing on Broadway and the road.

In 1955, he returned to Hollywood, this time for a major role in "Friendly Persuasion"—which thrust him into immediate prominence as a rising young star.

At home on both the stage and in films, Tony will return to Broadway in a new comedy by Neil Simon entitled "The Star Spangled Girl."

## ROBERT STACK PLAYS GENERAL SIBERT IN "IS PARIS BURNING?"

Robert Stack, instantly recognized and greeted in France as elsewhere in the World as 'Eliot Ness' plays one of three American generals, General Sibert, in the Paramount-Seven Arts-Ray Stark presentation, IS PARIS BURNING? opening . . . . . at the . . . . . Theatre. As a result of "The Untouchables," which is an enormous success in France, Stack could not go anywhere in Paris while making the picture without being surrounded by fans.

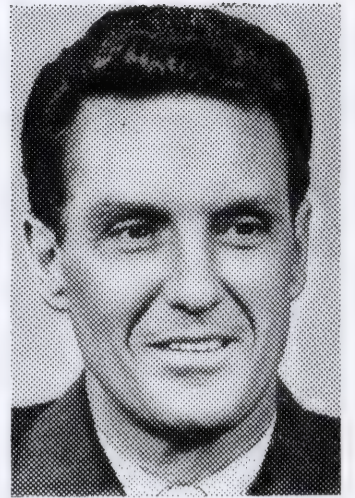
"I thought I had left all that violence behind me," the actor commented wryly.

After four years and 118 episodes he completed his contract with "The Untouchables," and formed his own production company, St. Pierre Productions. He plans to divide his time between TV and motion picture production.

Stack's interest in dramatics first asserted itself in high school, but it was not till 1938 that he decided to desert his college courses and follow a theatrical career. He entered the Henry Duffey School and six months later was seen by talent scouts who signed him to a contract at Universal. His first assignment was the male lead opposite Deanna Durbin in "First Love." His career flourished but was interrupted by the war.

After four years, Stack returned to his Hollywood career. His first post-war picture was "A Date With Judy."

The two major turning points in his career were "The High and the Mighty," and his Academy Award nomination role in "Written on the Wind."



Still #IPB/P/14 Mat 1N  
ROBERT Stack plays General Sibert in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.



Still #IPB/P/15 Mat 1T  
MARIE Versini plays Claire in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.



Still #IPB/P/16 Mat 1Q  
SKIP WARD plays a G.I. in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.



Still #IPB/P/17 Mat 1R  
ORSON Welles plays Consul Nordling in "Is Paris Burning," a Paramount release opening . . . . . at the . . . . . Theatre.

## Forties Style Of "Is Paris Burning?" Provide Amusing Contrast To Current Styles!

What was the Paris look a generation ago, when today's dismayed parents were teen-aged themselves? Both curious teenagers and their nostalgic elders will soon have a chance to see the exact look la Parisienne wore in August 1944. For this has been recaptured, in authentic detail, in the soon to be released Paramount-Seven Arts-Ray Stark film, "Is Paris Burning?" opening ..... at the ..... Theatre.

The world of fashion today is for the young—and to the adult, it's confusing, to say the least.

Internationally, the youngsters have taken over, setting a wild potpourri of styles: the Mod Look, the Plastic Look. Bikinis are out. The "in" thing is to swim as you are, let the sun shrink your clinging wet clothes in approved, skin-tight style. Chiffon and lace are out; plastic is the ultra in femininity. Baubles for the girls are bigger than ever—and boots, well, they are plastic. Boys look like girls, girls look like boys—in London, New York and even Paris—and only the square-parent generation finds these 1966 styles less than alluring.

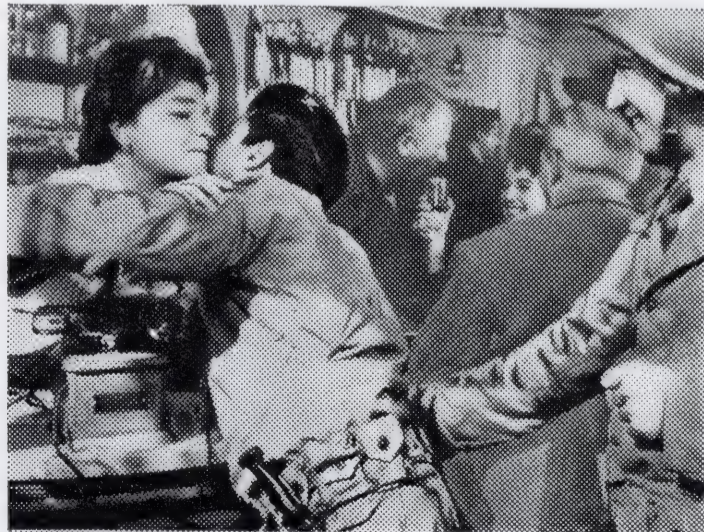
Three hundred women extras were selected for one sequence of "Is Paris Burning?", a motion picture dealing with Paris' liberation from Nazi rule. As word reaches Parisians that Leclerc's Second Division has arrived in their city, people rush out into the streets in the early morning hours of August 25 to greet their liberators.

The women in this joyous but crucial scene were chosen less for their beauty than their "Forties Look." Assistant Director Yves Boisset and Chief Costumer Jean Zay saw more than 500 candidates before choosing the 300 whose hair and features corresponded to photographs taken during the Forties.

Convincing details were added by key technicians in the film unit. The hairdressing department set to work on the longer-tressed women, curling the hair upward and rolling it off the face into the sort of pompadour characteristic of wartime coiffures. The costume division had swept Paris in search of hard-to-find items typical of the period: thick, cork-heeled, ankle-strap shoes; short skirts, usually in a loud print; extra-long, fitted jackets; large shoulder-strap bags. The best hunting-ground for these period pieces of apparel were the open-air Flea Market and two Paris costume houses.

The Forties Look in Paris was, of course, dictated in great measure by the grim necessities of life under German occupation. In July 1944, high-fashion salons announced the "Mode Martials." The tastemakers in this fateful year realistically decreed broad shoulders, wide belts and short skirts—to save material.

"Is Paris Burning?" directed by Rene Clement, boasts a stellar international cast which includes Gert Frobe, Orson Welles, Leslie Caron, Simone Signoret, Yves Montand and Jean-Paul Belmondo.



Still #IPB/P/130

Mat 2J

SIMONE SIGNORET welcomes a joyous soldier to her cafe in a joyous scene from the Paramount—Seven Arts—Ray Stark presentation, "Is Paris Burning?" opening ..... at the ..... Theatre. Sixteen international stars appear in the film.

### U. N. ATMOSPHERE PERVADES SHOOTING OF "IS PARIS BURNING"

There was a United Nations atmosphere pervading the production of "Is Paris Burning?", the film re-creation of the 1944 Liberation of Paris to be presented by Paramount Pictures, Seven Arts and Ray Stark beginning .... at the ..... Theatre.

Huddled in a corner of the film studios outside Paris, where the film was shot, were director Rene Clement, assistant director Yves Boisset, Gert Frobe, who plays the key role of General von Choltitz, and film editor Robert Lawrence discussed the day's shooting. While Frobe was explaining something to Clement in French, Boisset carried on a lively conversation in fluent German with Frobe, occasionally communicating with Lawrence in flawless English.

The multi-lingual cast includes, in addition to Frobe, Orson Welles, Charles Boyer, Leslie Caron, Simone Signoret, Yves Montand, Alain Delon, Jean-Paul Belmondo, Kirk Douglas, Glenn Ford, Anthony Perkins and Robert Stack.

The American contingent all speak French, either, like Kirk Douglas, by virtue of having married a Parisienne, or, as in Perkins' case, as a result of having lived and worked in France, or finally, with Robert Stack, because he spent his early childhood there.

Glenn Ford, who insists he is not as fluent as his colleagues, nevertheless has a fairly good command of the language which he picked up during the war (he was an aide to General Bradley whom he portrays in the film and entered with General Patton's army on Liberation Day) and while working in four previous films in France.

The "Goldfinger" man, Gert Frobe, whose French is fluent, learned English recently under his wife's able tutelage, as did his old friend, Yves Montand, husband of Simone Signoret whose English is impeccable.

The only tongue Orson Welles is said not to speak is *Swahili*, but he would be the last to admit to this oversight.

Charles Boyer and Leslie Caron, although French-born, have spent long years in Hollywood.



Still #IPB/Spec/1

Mat 3A

MONUMENTAL MOMENT IN HISTORY—Sixteen International stars and a great French director, Rene Clement, were called upon to recreate one of the most inspiring and heroic events of the twentieth century—the Liberation of Paris—in the Paramount—Seven Arts—Ray Stark presentation, "Is Paris Burning?" opening ..... at the ..... Theatre. The musical score is by Academy Award winner Maurice Jarre. The screenplay by famed playwright Gore Vidal and Francis Ford Coppola.

## "IS PARIS BURNING?" BRILLIANTLY RECREATES AN UNFORGETTABLE MOMENT IN HISTORY

(REVIEW)

The story of how Paris escaped the death sentence in August 1944 and the subsequent Liberation, has now been brought to the screen with all the personal drama and overwhelming scope of one of the most inspiring and heroic events of our time in the Paramount-Seven Arts-Ray Stark presentation of "Is Paris Burning?" which opened yesterday at the ..... Theatre.

Based on the famed best-selling novel, "Is Paris Burning?", by Larry Collins and Dominique Lapierre, the film details the incredible but authentic events of how close the City of Lights came to losing all of the great monuments that stand for civilized man.

Director Rene Clement has spared nothing in order to re-create the Paris of 1944 down to the last detail. It was an exacting and unbelievably difficult undertaking, and he has succeeded magnificently in bringing history alive. All of the drama of the film was restaged in the very streets, the very buildings, on the very bridges where it took place a generation ago.

Yet interwoven in the massive and spectacularly staged battle scenes as well as the Liberation itself, is the very human drama of the rising up of the people of Paris, the Underground swell of heroism, the personal stories of housewives and storekeepers—all of whom played a part in keeping their homeland safe and intact. The brilliant screenplay by Gore Vidal and Francis Ford Coppola gives genuine dimension to a large assortment of characters played by an all-star international cast.

Heading the glittering stars assembled for the film are Charles Boyer, Leslie Caron, Kirk Douglas, Glenn Ford, Gert Frobe, Jean-Paul Belmondo, Simone Signoret, and Orson Welles. It will be a long time before one forgets the tremendously moving person of Leslie Caron as she pleads with the Swedish Consul, stunningly played by Orson Welles. But this is only one memorable scene in a motion picture packed with excellent acting and tense situations.

Ultimately, like history itself, this authentic and unforgettable motion picture, will have to be seen time and time again. For "Is Paris Burning?" shows the worst and the best of mankind against one of the truly moving events of our time—the Liberation of Paris.

## PARIS FREED!

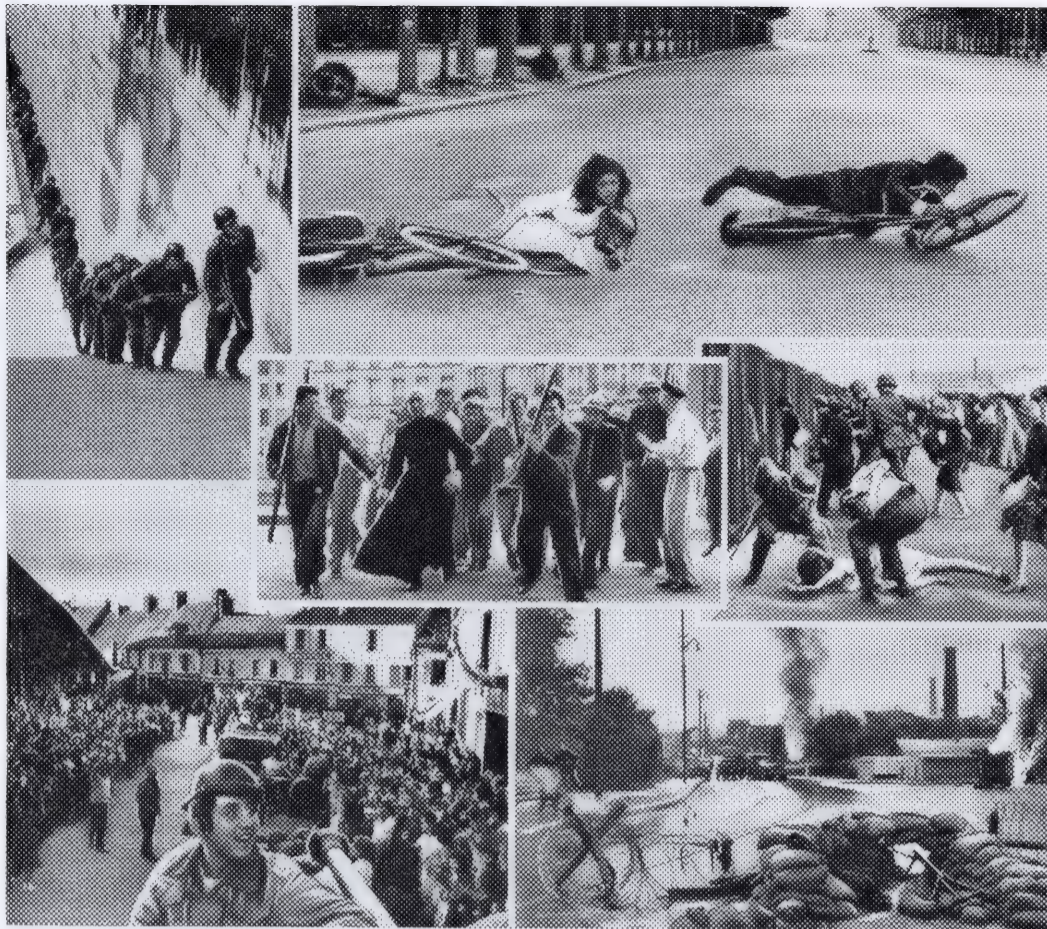


Still # IPB/P/215

Mat 2B

GERMAN COMMANDER, General von Choltitz, brilliantly played by Gert "Goldfinger" Frobe, enters a jeep in front of the occupation headquarters to be taken to prison following his surrender in this scene from the Paramount—Seven Arts—Ray Stark presentation, "Is Paris Burning?" opening ..... at the ..... Theatre. Sixteen international stars appear in this gripping, dramatic moment of history—the Liberation of Paris—and Rene Clement of "Forbidden Games" fame, directed the epic.

## COLUMN ITEMS



Still #IPB/Spec/3

Mat 3B

A GRIPPING, AUTHENTIC, ENTHRALLING motion picture has been made of one of the most inspiring and heroic events of the twentieth century—the Liberation of Paris—in the Paramount—Seven Arts—Ray Stark presentation, "Is Paris Burning?" opening ..... at the ..... Theatre. Based on the best-selling book by Larry Collins and Dominique Lapierre, "Is Paris Burning?" features sixteen international stars and was directed by Rene Clement of "Forbidden Games" fame.—Academy Award winner Maurice Jarre wrote the music.

### SYNOPSIS

(Not For Publication)

In the early weeks of August, 1944, units of the French Armored Division and the American Fourth Division await orders to march into occupied Paris. For two American G.I.'s, whose story courses through the entire film (ANTHONY PERKINS and SKIP WARD), to see Paris is a lifelong dream.

Meanwhile, in Paris, General Chaban-Delmas (ALAIN DELON), a representative of Charles de Gaulle, clashes with Colonel Rol (BRUNO CREMER) chief of the FFI in Paris, over a plan of attack. Rol insists his group is ready for an uprising as soon as they receive the arms they have been promised. Chaban-Delmas advises Rol to wait until they are sure of the imminent arrival of the Allies.

At Hitler's compound in the East Prussian forest, Brigadier General Dietrich von Choltitz (GERT FROBE) meets the Fuehrer (BILLY FRICK) whom he realizes is deranged. Because of his record in the field, von Choltitz is given command of occupied Paris and entrusted with a mission: he is to turn the city into a military fortress and in the event of Allied invasion raze it to the ground, as he did Rotterdam and Sebastopol.

In a Parisian convent a man from English Intelligence delivers a message to the leaders of the resistance; the Allied Army has decided to by-pass the city.

Chaban-Delmas, who receives the news, is commissioned to free one of the important members of the movement, Bernard Labe, a political prisoner at Fresnes. Labe is the only person who can influence Colonel Rol to hold off his insurrection. Labe's wife, Francoise, (LESLIE CARON) joins the effort to save her husband, using Swedish Consul Nordling (ORSON WELLES) as an intermediary. She visits Nordling at the consulate and begs him to intercede on her husband's behalf. Nordling tells her that the Germans have till now been unwilling to exchange political prisoners, but promises he will see the new German Commander.

While Nordling waits in von Choltitz' office, the new commander is busy preparing the plans for the destruction of Paris. But one thing is made clear, nothing can actually be destroyed without a signed order from von Choltitz himself.

Finally, Nordling is ushered into the General's rooms. The Swedish Consul succeeds in obtaining a document authorizing the transfer of Bernard Labe to the Red Cross. However, a counter signature is needed from the military government. By the time Nordling obtains the papers, the prisoners are in the railroad station under the jurisdiction of the SS who refuse to release Labe. Francoise, seeing her husband, runs to him but the SS separate them; Labe is shot and killed.

Meanwhile, young student resistants gather at an appointed place to await the arrival of a new contact, Serge (JEAN-LOUIS TRINTIGNANT), who is supposed to lead them to a garage filled with arms. Instead, he turns out to be a collaborator who leads them into a Gestapo trap. All 20 students are machine-gunned.

As news of the brutal killing reaches Colonel Rol and his aide, Major Gallois (PIERRE VANECK), the two are taking the first steps toward the uprising: putting up posters reading, "A Chacun Son Boche," and exhorting the people of Paris to drive out the Germans.

Morandat (JEAN-PAUL BELMONDO), an emissary for

the Resistance, and Claire (MARIE VERSINI), a courier, deliver one of these posters to Gaullist headquarters, as proof that Colonel Rol has begun his own liberation. The Gaullist group, composed of Parodi (PIERRE DUX), Pisani and Bayet (DANIEL GELIN) decide to organize and seize the Prefecture of Police. After heavy fighting, the Prefecture is captured and held.

Meanwhile von Choltitz harangues Nordling who attempts to negotiate a truce. The German Commander threatens aerial bombardment of the Prefecture and is unyielding to the Consul's plea to spare the city's monuments. However, Nordling manages to convince him that his enemies are the Allies and not the people of Paris. Von Choltitz finally agrees that a cease-fire would provide the time needed for the defense of the city.

When Colonel Rol gets the news of the cease-fire, he is furious. At a meeting of all the leaders of the Resistance a vote is taken and the moderate Chaban-Delmas is over-ruled: the consensus of opinion is that the French people are ready to fight. Rol and his group move to their underground command post and send Major Gallois as an emissary to the Allies to ask them to come to Paris.

While the German high command puts pressure on von Choltitz to destroy Paris, Gallois journeys to the front, escorted by Dr. Monod (CHARLES BOYER). Back in Paris the Gaullist representatives call a Cabinet meeting to establish a provisional government. Morandat and Claire are sent to occupy the Prime Minister's residence.

Meanwhile, Swedish Consul Nordling, who has established a rapport with General von Choltitz, meets with the German commander for a confidential talk. The General tells the Consul of his decision to dynamite the buildings and bomb the city, unavoidable unless someone can effect an immediate truce. If Hitler's order that Paris burn is not carried out, he will be relieved of his command. Von Choltitz, realizing that Germany has lost the war, cannot see the point of unnecessary destruction and confides to Nordling that Hitler is insane. The General entrusts the Consul with the plan of demolition and the position of the German divisions and begs him to deliver it to the Allies.

When Gallois reaches the American camp at Normandy he speaks to General Patton (KIRK DOUGLAS,) who informs him that the Americans are not in the business of liberating cities. Nevertheless, he sends him to General Leclerc (CLAUDE RICH), at the Front. Leclerc and General Sibert (ROBERT STACK), persuade General Bradley (GLENN FORD) of the need to go to Paris. Bradley consents and gives the order.

On the road to Liberation there is an episode with a bistro owner (SIMONE SIGNORET) who welcomes the boys back. In Paris itself, there is the American G.I. (GEORGE CHAKIRIS) who races his tank to be the first at Notre Dame. And at the Place de la Concorde there is a French tank-driver (YVES MONTAND) who is one of the last fatalities in the action.

The first group to reach the Hotel Meurice is the infantry unit of Lieutenant Karcher (JEAN-PIERRE CASSEL) and it is to him that von Choltitz surrenders.

On August 25th, as Hitler telephones and demands frantically, "Is Paris Burning?" the Allies and the French arrive in Paris and effect the Liberation.

WELCOME HOME—"Is Paris Burning?" the international best-seller made into a film and to be presented by Paramount Pictures, Seven Arts and Ray Stark in a special engagement starting ..... at the ..... Theatre, meant a kind of double homecoming for Leslie Caron, one of the score of stars in the picture.

Born in Paris, but more recently at home in the United States and in England, Miss Caron returned to the French capital for the filming of "Is Paris Burning?" She found the apartment to which she had been assigned was next door to the building where her own apartment in Paris had been many years ago, and then that the producer of the film now occupied the very house where she had been born and grew up.

STILL RECOGNIZABLE—Depicting in a film, actual and prominent people, when dwelling on their early years, is always a touchy business. The difficulties were multiplied for the film version of the international best-seller "Is Paris Burning?" which is to be presented by Paramount Pictures, Seven Arts and Ray Stark in a special engagement beginning ..... at the ..... Theatre by the fact that among those shown in their 1944 Liberation of Paris days are many of today's government officials such as Edgar Pisani and A. Parodi.

The one that caused the film-makers most hesitation however is Jacques Chaban-Delmas, now President of the National Assembly of France and depicted in "Is Paris Burning?" by Alain Delon, at one point in tennis clothes. It seems that the official crossed enemy lines in his Resistance days by using his fame as a tennis player as a device.

Director Rene Clement thought Chaban-Delmas might be upset to see so carefree a depiction of his early years. But shown a photograph of Delon in character, he gasped, "My God, that's me twenty years ago." And passed it.

FOR ART'S SAKE—A cameraman, lugging heavy equipment, climbed 300 steps to reach the gallery of Paris' 13th century Notre Dame cathedral to film an action scene showing firing tanks and molotov cocktail-throwers in a sequence for the Paramount Pictures-Seven Arts-Ray Stark presentation, "Is Paris Burning?" which opens a special engagement ..... at the ..... Theatre. Under French law the cathedral cannot be refitted, remodeled or tampered with in any way, hence no elevator has ever been installed. If the "Is Paris Burning?" film-makers wanted it right—and they did—they had to take their high-angle shot from the top gallery and there was only one way to get there. Luckily it was a cool summer in Paris.

BIG JUMP—Gert Frobe makes the jump from private to general in one decisive action of his own for the film version of the international best-seller "Is Paris Burning?" which is a Paramount Pictures-Seven Arts-Ray Stark presentation opening ..... in a special engagement at the ..... Theatre.

A private in the Red Cross Army during World War II, Frobe, known throughout the world as the "Goldfinger" man of menace, appears as General von Choltitz, the man ordered by Hitler to burn Paris, in "Is Paris Burning?"

TIME REMEMBERED—"Is Paris Burning?" the film re-creation of the international best-seller which is to be presented by Paramount Pictures, Seven Arts and Ray Stark in a special engagement at the ..... Theatre ..... has a kind of special status as a Late, Late Show when filmed in the French capital a year ago. Portions of the film which called for a blacked-out and nearly emptied Paris had to be photographed between midnight and six in the morning when 1965 Paris was asleep and most closely resembled the 1944 Paris that was being re-staged for the story of its Liberation.

DIRTY WORK—The "dirtying up" of newly cleaned Paris was but one of the astonishing assignments which fell to the film-makers who re-created the 1944 Liberation of Paris for the Paramount Pictures-Seven Arts-Ray Stark presentation "Is Paris Burning?" opening a special engagement ..... at the ..... Theatre. A year ago, when the film was in production, it was the early-morning hours work of the crew to re-blacken the very landmarks of Paris which had just been whitened in an historical clean-up drive so that they would look the way they did in 1944. Of course easily washable paint was used so that by day's end no trace of the film-makers' handiwork remained.

NEW TEAM—Husband-and-wife teams are comparatively rare in show business. The most famous of all, Alfred Lunt and Lynn Fontanne, have almost exclusively acted together for forty years. But the few others that there are, like Paul Newman and Joanne Woodward or Hume Cronyn and Jessica Tandy, will on occasion join forces but generally prefer to act separately.

Newly falling into this category, after going their separate ways through fifteen years of marriage, are Simone Signoret and Yves Montand. Now, every once in a while, they appear in the same film. They are both to be seen in the spectacular re-creation of the 1944 Liberation of Paris, "Is Paris Burning?" to be presented by Paramount Pictures, Seven Arts and Ray Stark in a special engagement beginning ..... at the ..... Theatre. As in their other recent joint film, "The Sleeping Car Murder," they never appear in the same scene, however.

TRULY INTERNATIONAL—In the all-star cast of the film re-creation of the international best-seller about the 1944 Liberation of Paris, "Is Paris Burning?" which Paramount Pictures, Seven Arts and Ray Stark are presenting ..... at the ..... Theatre, many are international figures: Jean Paul Belmondo, Alain Delon, and Leslie Caron from France, though Miss Caron now lives in London; Charles Boyer, originally from Paris, but long a Beverly Hills resident; Gert Frobe from Germany; Kirk Douglas, Glenn Ford, Robert Stack, Orson Welles, (now resident in Spain) and Anthony Perkins from the United States.

But, sitting together one day, actor Tony Perkins and director Rene Clement wondered where they had met last. This one took a long moment's recollection, until they remembered: not in Paris, not in the States, but, of all places, in Bangkok where, many years ago, they had filmed "The Sea Wall" together.

**FROM THE FIRST MINUTE "IS PARIS BURNING?" BEGINS, IT GRABS YOU. IT HOLDS YOU. IT GETS INSIDE YOU. IT INFLAMES YOU.**

**BY THE 3<sup>rd</sup> MINUTE** Hitler is shrieking "Burn Paris! Burn it to the ground!"

**BY THE 51<sup>st</sup> MINUTE** The boulevards of the City of Love rumble with the roar of battle.

**BY THE 16<sup>th</sup> MINUTE** Terror rips at you as a young wife faces the unbearable.

**BY THE 55<sup>th</sup> MINUTE** Every man and woman is caught up by the passions raging through Paris.

**BY THE 27<sup>th</sup> MINUTE** The doom of the city is impending.

**BY THE 61<sup>st</sup> MINUTE** You are living the agony of the house to house, street to street fighting.

**BY THE 63<sup>rd</sup> MINUTE YOU ARE NO LONGER AWARE OF TIME. THE SUSPENSE IS TOTAL.**

**BY THE 34<sup>th</sup> MINUTE** All the smoldering revenge of the Resistance bursts into flame.

**BY THE 42<sup>nd</sup> MINUTE** Generals Bradley, Patton and Sibert have already discussed blasting through to Paris.

**IS PARIS BURNING?**

PARAMOUNT PICTURES SEVEN ARTS RAY STARK

With a stunning international cast, starring in alphabetical order: JEAN-PAUL BELMONDO CHARLES BOYER LESLIE CARON JEAN-PIERRE CASSEL GEORGE CHAKIRIS ALAIN DELON KIRK DOUGLAS GLENN FORD GERT FROBE YVES MONTAND ANTHONY PERKINS SIMONE SIGNORET ROBERT STACK MARIE VERSINI SKIP WARD ORSON WELLES

Produced by PAUL GRAETZ Directed by RENE CLEMENT

Screenplay by GORE VIDAL and FRANCIS FORD COPPOLA Adapted from the novel by LARRY COLLINS and DOMINIQUE LAPIERRE

Music Composed and Conducted by MAURICE JARRE

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Screenplay by GORE VIDAL and FRANCIS FORD COPPOLA Adapted from the novel by LARRY COLLINS and DOMINIQUE LAPIERRE

Music Composed and Conducted by MAURICE JARRE

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**A MOTION PICTURE TO COMMAND THE ATTENTION OF THE WORLD!**

"Burn Paris!" was the order that had come shivering over the phone.

**IS PARIS BURNING?**

PARAMOUNT PICTURES SEVEN ARTS RAY STARK

With a stunning international cast, starring in alphabetical order: JEAN-PAUL BELMONDO CHARLES BOYER LESLIE CARON JEAN-PIERRE CASSEL GEORGE CHAKIRIS ALAIN DELON KIRK DOUGLAS GLENN FORD GERT FROBE YVES MONTAND ANTHONY PERKINS SIMONE SIGNORET ROBERT STACK MARIE VERSINI SKIP WARD ORSON WELLES

Produced by PAUL GRAETZ Directed by RENE CLEMENT

Screenplay by GORE VIDAL and FRANCIS FORD COPPOLA Adapted from the novel by LARRY COLLINS and DOMINIQUE LAPIERRE

Music Composed and Conducted by MAURICE JARRE

**THREE-SHEET**

**A MOTION PICTURE TO COMMAND THE ATTENTION OF THE WORLD!**

"Burn Paris!" was the order that had come shivering over the phone.

**IS PARIS BURNING?**

PARAMOUNT PICTURES SEVEN ARTS RAY STARK

With a stunning international cast, starring in alphabetical order: JEAN-PAUL BELMONDO CHARLES BOYER LESLIE CARON JEAN-PIERRE CASSEL GEORGE CHAKIRIS ALAIN DELON KIRK DOUGLAS GLENN FORD GERT FROBE YVES MONTAND ANTHONY PERKINS SIMONE SIGNORET ROBERT STACK MARIE VERSINI SKIP WARD ORSON WELLES

Produced by PAUL GRAETZ Directed by RENE CLEMENT

Screenplay by GORE VIDAL and FRANCIS FORD COPPOLA Adapted from the novel by LARRY COLLINS and DOMINIQUE LAPIERRE

Music Composed and Conducted by MAURICE JARRE

**SIX-SHEET**

## RADIO SPOTS

### 60 seconds

Now... the screen does what only it can do—bring an international bestseller to life in all its greatness... Paramount Pictures/ Seven Arts/ Ray Stark present "Is Paris Burning?" You witness all the smoldering revenge of the Resistance as it bursts into action... the boulevards of the City of Love as they rumble with the roar of battle... the terror of young housewives as they face death... and worse... the agony and suspense of the house to house, street to street fighting... the pinnacle of Hitler's madness as he demands to know, "IS PARIS BURNING?" With a stunning international cast, including Jean-Paul Belmondo, Charles Boyer, Leslie Caron, Jean-Pierre Cassel, George Chakiris, Alain Delon, Kirk Douglas, Glenn Ford, Gert Frobe, Yves Montand, Anthony Perkins, Simone Signoret, Robert Stack, Marie Versini, Skip Ward, and Orson Welles. Paramount Release opening... at the... Theatre.

### 30 seconds

Now... the screen does what only it can do—bring an international bestseller to life in all its greatness... Paramount Pictures/ Seven Arts/ Ray Stark present "Is Paris Burning?" You witness the boulevards of the City of Love as they rumble with battle... the terror of young housewives as they face death... and worse... the pinnacle of Hitler's madness as he demands to know, "IS PARIS BURNING?" With a stunning international cast. A Paramount Release opening... at the... Theatre.

### 10 seconds

It rocked London... Shocked Berlin... Stunned Paris... Astounded Tokyo... See "Is Paris Burning?" A Paramount Release opening... at the... Theatre.

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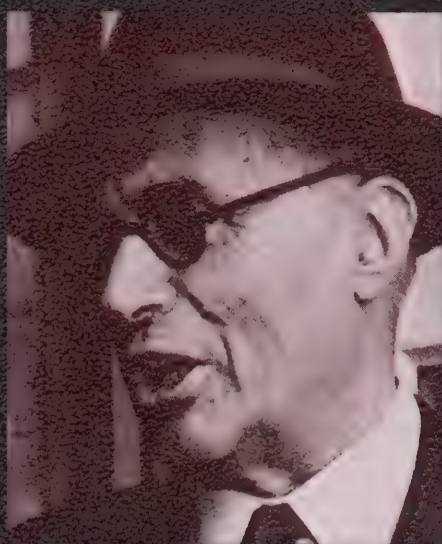
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**JEAN-PAUL BELMONDO**  
as Morandat



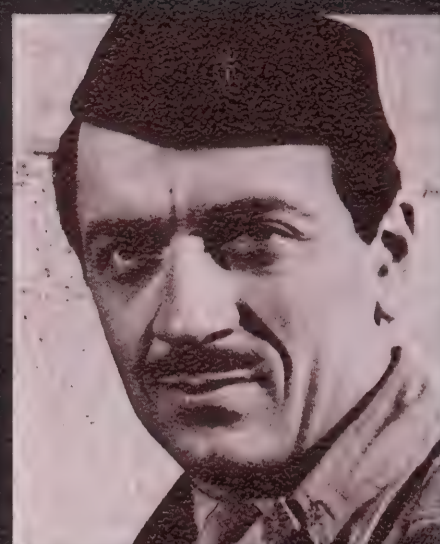
**CHARLES BOYER**  
as Monod



**LESLIE CARON**  
as Françoise Labe



**JEAN-PIERRE CASSEL**  
as Lt. Karcher



**GEORGE CHAKIRIS**  
as a G.I.



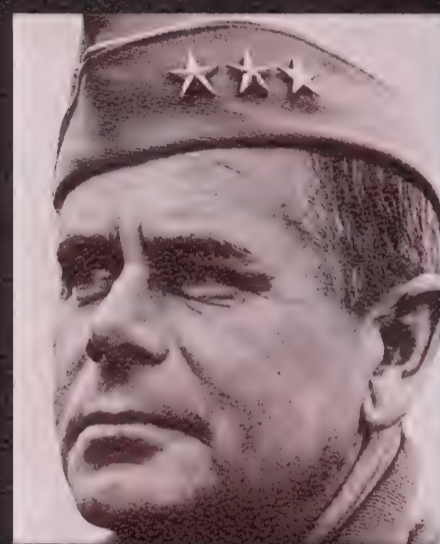
**ALAIN DELON**  
as Chaban-Delmas



**KIRK DOUGLAS**  
as General Patton



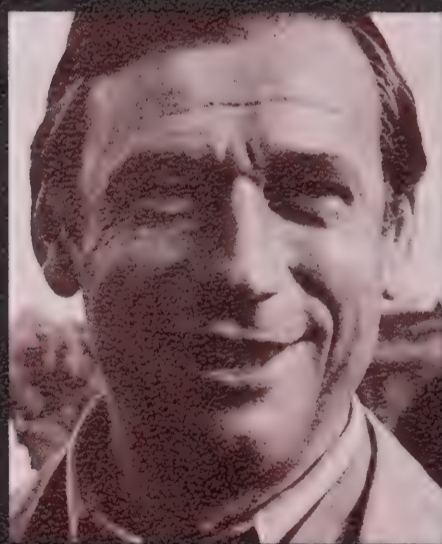
**GLENN FORD**  
as General Bradley



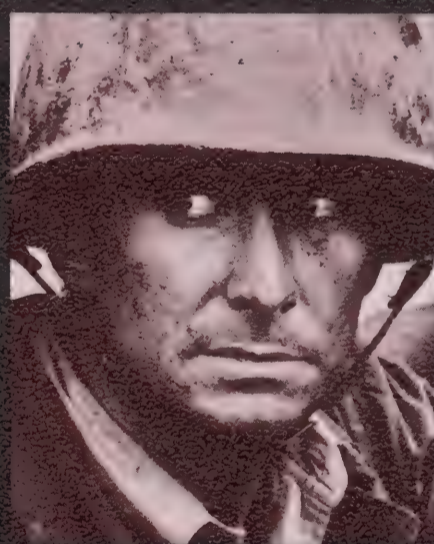
**GERT FROEBE**  
as General Von Choltitz



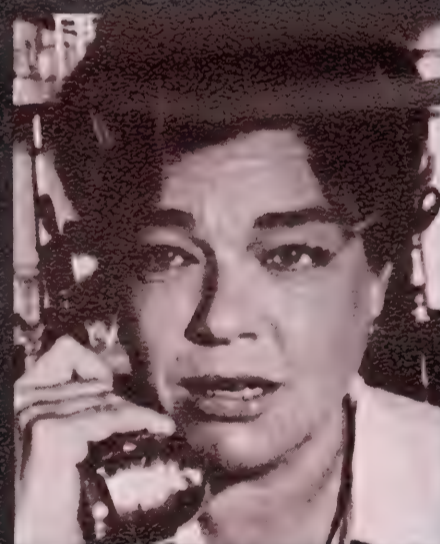
**YVES MONTAND**  
as Bizien



**ANTHONY PERKINS**  
as a U.S. Sergeant



**SIMONE SIGNORET**  
as The Cafe Owner



**ROBERT STACK**  
as General Sibert



**MARIE VERSINI**  
as Claire



**SKIP WARD**  
as a G.I.



**ORSON WELLES**  
as Consul Nordling





## THE STAFF

Produced by ..... PAUL GRAETZ  
Directed by ..... RENE CLEMENT  
Director of Production ..... LOUIS WIPF  
Screenplay by

GORE VIDAL & FRANCIS FORD COPPOLA

Additional dialogue for French scenes by  
MARCEL MOUSSY

From the book by  
LARRY COLLINS & DOMINIQUE LAPIERRE

Musical Score by ..... MAURICE JARRE

Photographed by ..... MARCEL GRIGNON

Sound by ..... WILLIAM SIVEL

Second Unit Director ..... ANDRE SMAGGHE

Second Unit Cameraman ..... JEAN TOURNIER

Decor by ..... WILLY HOLT & ROGER VOLPER

Costumes by ..... JEAN ZAY & PIERRE NOURRY

Make-up by ..... MICHEL DERUELLE & AIDA CARANGE

Film Editor ..... ROBERT LAWRENCE

Special Effects  
ROBERT MACDONALD & PAUL POLLARD

## THE CAST

Morandat ..... JEAN-PAUL BELMONDO

Monod ..... CHARLES BOYER

Francoise Labe ..... LESLIE CARON

Henri Karcher ..... JEAN-PIERRE CASSEL

G.I. In Tank ..... GEORGE CHAKIRIS

Jacques Chaban-Delmas ..... ALAIN DELON

Patton ..... KIRK DOUGLAS

Bradley ..... GLENN FORD

Von Choltitz ..... GERT FROBE

Bizien ..... YVES MONTAND

Warren ..... ANTHONY PERKINS

Cafe Proprietress ..... SIMONE SIGNORET

Sibert ..... ROBERT STACK

Claire ..... MARIE VERSINI

G.I. With Warren ..... SKIP WARD

Nordling ..... ORSON WELLES

## ALSO

Colonel Rol ..... BRUNO CREMER

Lebel ..... CLAUDE DAUPHIN

A Parisienne ..... SUZY DELAIR

Parodi ..... PIERRE DUX

Hitler ..... BILLY FRICK

Bayet ..... DANIEL GELIN

Von Arnim ..... HARRY MEYEN

Pisani ..... MICHEL PICCOLO

Joliot-Curie ..... SACHA PITOEFF

Ebernach ..... WOLFGANG PREISS

Leclerc ..... CLAUDE RICH

Serge ..... JEAN-LOUIS TRINTIGNANT

Gallois ..... PIERRE VANECK

Chief of explosives ..... MICHEL BERGER

von Choltitz's secretary ..... GEHRARD BORMAN

French doctor ..... GEORGES CLAISSE

An old woman ..... GERMAINE DE FRANCE

A jeepdriver ..... DOC ERICSON

Charles Luizet ..... MICHEL ETCHEVERRY

Gilet ..... PASCAL FARDOULIS

Liaison officer ..... BERNARD FRESSON

Hans von Boineburg-Lengsfeld ..... ERNST FURBRINGER

"Overste Rol's" wife ..... CLARA GANSARD

Nordling's secretary ..... ROL GAUFFIN

George ..... GEORGE GERET

Jacques ..... MICHEL GONZALES

Walther von Model ..... KONRAD GEORG

Huhn ..... KLAUS KOLM

Alain Perpezat ..... JEAN-PIERRE HONORE

Wilheim Burgdorf ..... PETER JAKOB

Diane ..... CATHERINE KAMENKA

Patton's adjutant ..... BILLY KEARNS

A young girl ..... JOELLE LATOUR

Jacques Debu-Bridel ..... MICHAEL LONSDALE

"Jade Amicol" ..... ROGER LUMONT

Stella ..... MARIA MACHADO

Roland Pre ..... AIME DE MARCH

Landrieu ..... FELIX MARTEN

The bride ..... PALOMA MATTA

Alfred Jodl ..... HANNES MESSERMER

French cafe owner ..... PIERRE MIRAT

Hans Jay ..... HARALD MOMM

A doctor ..... GEORGES MONTANT

An American lieutenant ..... RUSS MORO



★★★★★  
FIVE STAR  
FINAL

News-Gazette

LATE  
NEWS

VOL. 2 NO. 7

PARAMOUNT PICTURES

# BURN PARIS!





Rooftop warfare played its part as the order to Burn Paris is issued by Adolf Hitler. The heroism of the people of Paris, the pains, finally the joys of Liberation are seen, heard and felt in "Is Paris Burning?"

# "BURN PARIS!" WAS T HAD COME SHRIEKING O

HOW THE CITY OF LOVE ESCAPED THIS DEATH  
BLAZINGLY ALIVE BY AN ALL-STAR CAST FROM THE



Orson Welles, as Consul Nordling, the neutral Swedish consul-general bargains for a truce with von Choltitz (Gert Frobe) in this truly dramatic film.



Gert Frobe as Dietrich von Choltitz, Hitler's deputy ordered to destroy Paris rather than let in fall to the Allies. In this scene, he surrenders as Paris is liberated.

## ACCLAIMED AROUND THE WORLD!

**NEW YORK** "★★★★ HIGHEST RATING! An experience never to be forgotten!"  
—DAILY NEWS

**PARIS** "Nothing should deter you from going to see this picture!" —LE FIGARO

**LOS ANGELES** "A GREAT PICTURE!"

The work of director Rene Clement and the exciting musical score by Maurice Jarre are Academy Award considerations!"  
—HERALD EXAMINER

**LONDON** "Blazes into thrilling and extremely moving action!"  
—DAILY MAIL



## SPECTACULAR TASK OF RE-CREATING OCCUPIED PARIS MAKES "IS PARIS BURNING?" GRIPPING, BRILLIANT FILM!

Over one thousand years have passed since the barbarians sacked Rome but it was only a little more than 22 years ago that Paris, France was rescued from similar destruction in one of the narrowest escapes in the annals of Western civilization. The complete destruction of Paris was the order of the day in the summer of 1944 when the German occupation of the City of Light was threatened by the rapidly advancing Allied armies. If the Nazis could not defend Paris militarily, their Fuehrer was bent on exploding the cherished cultural capital of Europe into a mountain of rubble. An incredible chart of ruin was ordered and followed. Dynamite charges were all in place. Only one ingredient was lacking: a signed order from the German general charged with carrying out Hitler's mad plan to blow up the Louvre Museum, Notre Dame Cathedral, the Eiffel Tower, the Arc de Triomphe and the splendid bridges spanning the Seine River.



Leslie Caron as Francoise Labe, wife of a political prisoner, in the Paramount Pictures Seven Arts/Ray Stark motion picture triumph "Is Paris Burning?" in Panavision.

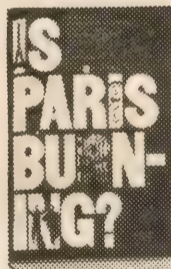
Interwoven in the massive and spectacularly staged battle scenes as well as the Liberation itself - which must go down in history as one of the most amazing and inspiring re-creations of an event ever undertaken - is the very human drama of the rising up of the people of Paris, the Underground swell of heroism, the personal stories of housewives and storekeepers - all of whom played a part in keeping their homeland safe and intact.

Heading the glittering stars assembled for the film are Charles Boyer, Leslie Caron, Kirk Douglas, Glenn Ford, Gert Frobe, Jean-Paul Belmondo, Simone Signoret, and Orson Welles.

Ultimately, like history itself, this authentic and unforgettable motion picture, will have to be seen time and again. For "Is Paris Burning?" shows the worst and the best of mankind against one of the truly moving events of our time - The Liberation of Paris.



Fire rages, and so does the battle to save Paris, the City of Love, from the Nazi invaders. You'll re-live every poignant moment when you see "Is Paris Burning?" with a great all-star cast.



FROM THE INTERNATIONAL BEST-SELLER

# THE ORDER THAT OVER THE PHONE...

SENTENCE HAS BEEN BROUGHT  
THE FILM CAPITALS OF THE WORLD!



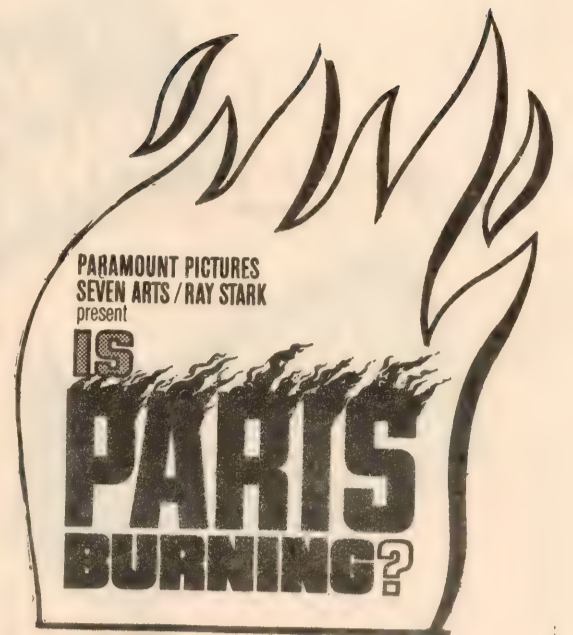
...ay, yet tender moment at a Paris bistro in a  
...ne from "Is Paris Burning?". This powerful  
...n boasts a stunning International cast.



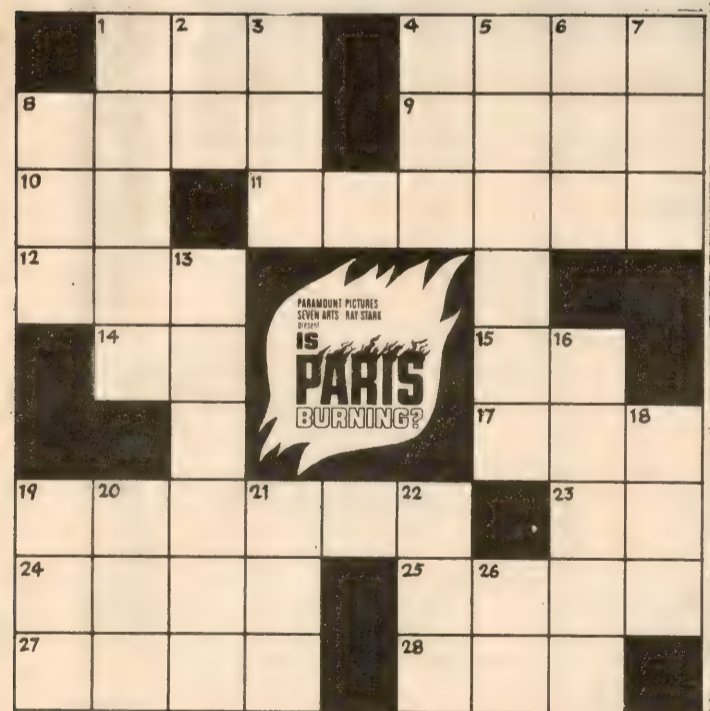
...ence, terror and death on the streets of Paris.  
...Paris Burning?" re-creates the unforgettable  
...ism of every single man and the population of  
...hole city in the saving of the City of Love  
...n destruction.



How Paris miraculously escaped Hitler's sentence  
of death in August 1944 is the theme of "Is Paris  
Burning?", a great film from the best-selling book.



Along the banks of the Seine, Nazis mount a last attack on the  
people of Paris. A scene from Paramount's powerful motion  
picture, "Is Paris Burning?" in Panavision.

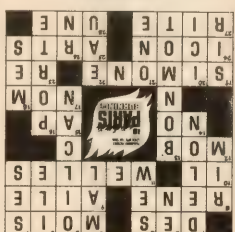


### ACROSS

1. French preposition.
4. Month (Fr.)
8. \_\_\_\_\_ Clement, director of "Is Paris Burning?"
9. Wing (Fr.)
10. French pronoun
11. Orson \_\_\_\_\_, star of "Is Paris Burning?"
12. Riotous crowd
14. Negative answer.
15. Wire Service (Inits.)
17. Name (Fr.) / \_\_\_\_\_ de plume
19. \_\_\_\_\_ Signoret, star of "Is Paris Burning?"
23. Scale note
24. Religious statue
25. Academy of Motion Picture \_\_\_\_\_ and Sciences
27. Ceremony
28. One (Fr.)

4. Bad (Fr.)
5. Mechanic's aide
6. \_\_\_\_\_ de France
7. French pronoun (pl.)
8. Edge
13. Witticism, in French
16. Gate (Fr.)
18. French pronoun (Pl.)
19. Aye, Aye \_\_\_\_\_ / Sieur
20. Here (Fr.)
21. Single
22. \_\_\_\_\_ de cologne
26. Hospital worker (Inits.)

### SOLUTION



### DOWN

1. Alain \_\_\_\_\_, star of "Is Paris Burning?"
2. French preposition
3. Stitch

**IT ROCKED  
LONDON...**

**SHOCKED  
BERLIN...**

**STUNNED  
PARIS...**

**ASTOUNDED  
TOKYO...**

**AND NOW IT IS  
EXCITING  
ALL AMERICA  
AS NO OTHER  
PICTURE IN  
OUR TIME!**



PARAMOUNT PICTURES  
SEVEN ARTS / RAY STARK  
present

**IS  
PARIS  
BURNING?**

With a stunning international cast,  
(starring in alphabetical order)

**JEAN-PAUL BELMONDO · CHARLES BOYER  
LESLIE CARON · JEAN-PIERRE CASSEL  
GEORGE CHAKIRIS · ALAIN DELON  
KIRK DOUGLAS · GLENN FORD · GERT FROEBE  
YVES MONTAND · ANTHONY PERKINS  
SIMONE SIGNORET · ROBERT STACK  
MARIE VERSINI · SKIP WARD · ORSON WELLES**

Produced by **PAUL GRAETZ** · Directed by **RENE CLEMENT**  
Screenplay by **GORE VIDAL** and **FRANCIS FORD COPPOLA**  
Music Composed and Conducted by **MAURICE JARRE**  
Based on the Best Selling Book by **LARRY COLLINS** and **DOMINIQUE LAPIERRE**  
Additional Material for French Scenes by **MARCEL MOUSSY**  
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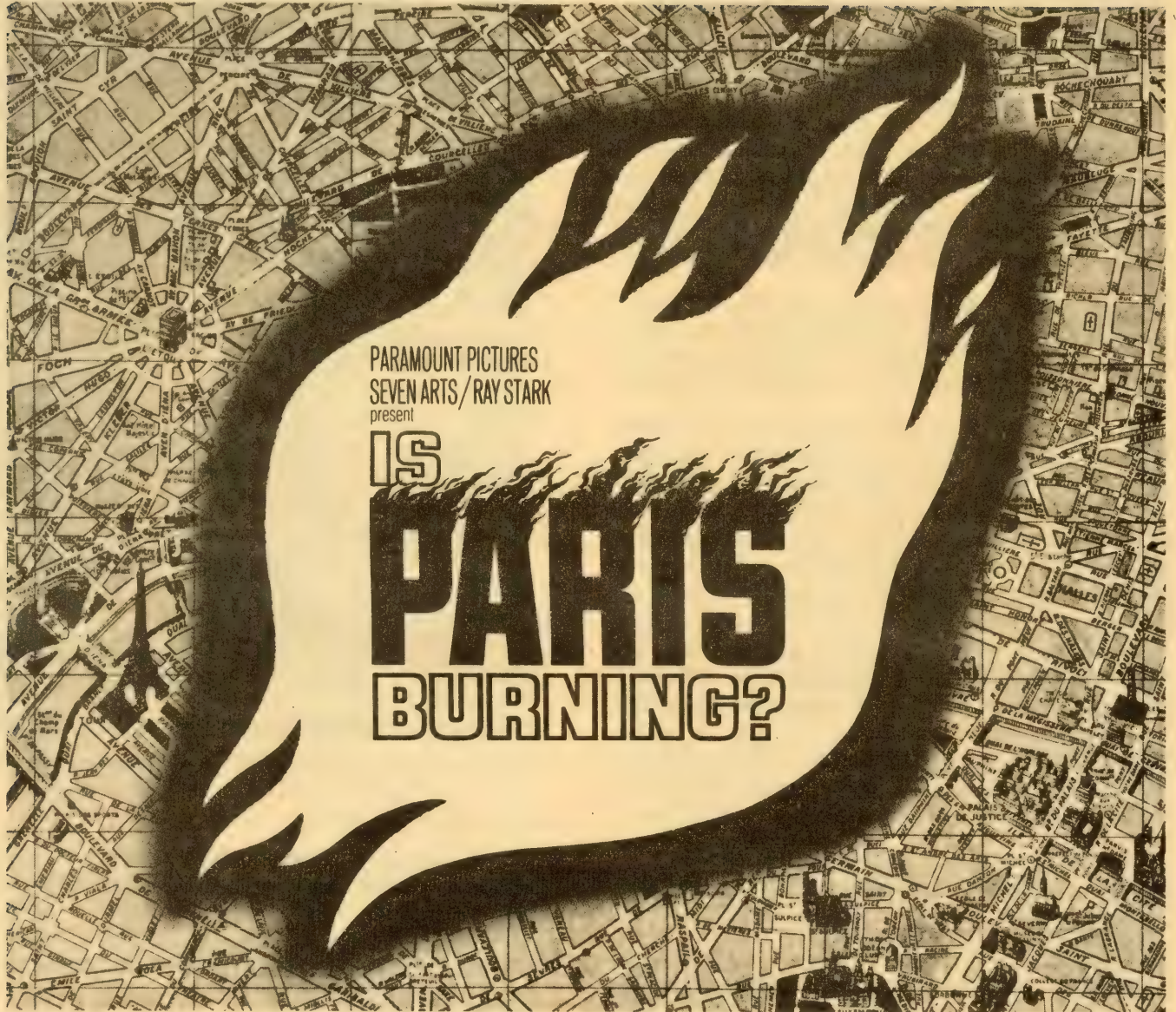
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# A STUDY GUIDE



## Introduction

The horrors of war, in terms of human beings slain and cities laid waste, require no new description today. But there are moments in the history of armed conflict when not only do people and lands face imminent destruction, but also those monuments, those "holy places" which are far more than brick or marble, since they constitute major symbols of civilization itself.

In the special case of Paris, its monuments have meaning for all of Western civilization. Hallowed history and ancient glories dwell within them, and they have long inspired the admiration, and even the love, of millions everywhere.

It was precisely these monuments that Hitler, in a lethal frenzy on the eve of his final defeat in Europe, sentenced to death.

Paris and its greatness were symbolic to Nazidom, too; symbolic of its early triumphs. Thus, in August, 1944, as his armies reeled before the onslaught of the Allies, Hitler ordered that Paris be burned to the ground.

And then, frantically, he kept asking: "*Is Paris Burning?*"

But beautiful Paris was saved: by its people, who rose from their bondage, and by the soldiers of the United States, and the forces of the Free French. It was a moment in the annals of indomitable human gallantry that will never be forgotten.

The study of what Hitler sought to wipe from the face of the earth, of the significance of what the human race came close to losing forever, and the deathless story of how Paris was saved, can be a worthy study indeed.

# Behind the Scenes...As History is Re-Created

There is one indispensable requirement for a historic film of the nature and magnitude of "Is Paris Burning?" That is authenticity.

Five years ago, Larry Collins, former Paris bureau chief of Newsweek, and Dominique Lapierre, a successful French magazine writer (now on leave from Paris-Match) decided to collaborate on the virtually unknown story of the Liberation.

Such a book had to be utterly authentic, or it ought not to be written at all, they agreed. Both had served in their nations' armed forces, Collins in the U. S. Army, Lapierre in the French. And both loved Paris.

The research took almost three years. They interviewed close to 1,000 persons, Germans, Frenchmen, Englishmen, Americans. They had long talks with the key figure in their book, General Dietrich von Choltitz, commander of the German garrison in Paris, at his home in Baden-Baden, and with countless officers and men who served under him; with the widow of General Leclerc, the French commander who led his nation's warriors in the liberation; and Jacques Chaban-Delmas, deGaulle aide now President of the French National Assembly. They were granted interviews by Generals Dwight D. Eisenhower and Omar Bradley; General Julius Holmes, later U. S. Ambassador to France; and German Generals Guenther Blumentritt and Hans Speidel.

They used actual experiences of 536 persons, perused thousands of official records in several languages, and unearthed secret films that could add details to their broad narrative.

And their book, first published in Paris, captured the imagination of press and public.

It came to the attention of Paul Graetz, whose own life intimately involved him in this project: born in Germany, which he left 30 years ago, he was a U. S. citizen living in France.

The producer's first step was to retain a team of distinguished French writers (Jean Aurenche, Pierre Bost and Claude Brule) to fashion a practical shooting script out of the 350-page book, which features more than 500 characters and over 300 locations in which the drama of those 10 days in August, 1944, took place.

Graetz then gave the preliminary French script to Gore Vidal, the American playwright and novelist, and screen writer Francis Coppola. Their final screenplay had trimmed the first version down to 130 pages, with 182 locations and some 50 major characters.

Now came the first of the problems: authorization,

(Top Row) Jean-Paul Belmondo as Morandet, a Resistance fighter; Charles Boyer as Dr. Monad, Resistance leader; Leslie Caron as Francoise, wife of a political prisoner; Jean-Pierre Cassel as Lt. Henri Karcher of the French Army; George Chakiris as a G. I. tankman racing to be first in Paris; Alain Delon as Chaban-Delmas, deGaulle's representative.

(2nd Row) Kirk Douglas as Gen. Patton who wants to fight Germans, not liberate cities; Glenn Ford as Gen. Bradley, who orders the Liberation.

## THE LIBERATION AND THE STARS OF "IS PARIS BURNING?"

(3rd Row) Gert Frobe as Gen. von Choltitz, commander of the German forces in Paris; Yves Montand as Bizien, a French Army sergeant.

(Bottom Row) Anthony Perkins as Sgt. Warren, U. S. A.; Simone Signoret as a Paris cafe owner; Robert Stack as Gen. Sibert, Frenchman who persuades Bradley to change the course of the war; Marie Versini as Claire, underground courier; Skip Ward as a G.I., Sgt. Warren's friend, Orson Welles as Nordling, the Consul General of Sweden, whose role is truly heroic.



from the heads of a number of French government agencies, to proceed with the myriad details antecedent to actual filming.

This accomplished, endless search of miles of Paris streets and boulevards began, for feasible filming sites. One of the major problems was how to block off whole areas and work out the necessary diversions in order not to cause too much inconvenience to a car-jammed metropolis. This was solved by the decision to take advantage of the August holiday period, when half of Paris vacates the city, offsetting the influx of Summer tourists. And to shoot each day from 5 a.m. to noon.

To direct his huge enterprise, Graetz hired the noted French director, Rene Clement, whose credits include such internationally-acclaimed pictures as "Forbidden Games," "Gervaise," "Monsieur Ripois" and "Purple Noon." (He won an Academy Award for "Walls of Malapaga.")

It was a peculiarly fitting choice. Clement had witnessed the actual arrival of French and American troops to save Paris on Aug. 25, 1944. And his prize-winning "Battle of the Rails," made in 1945, had told the story of the heroic wartime exploits of the railroad workers in the French Resistance.

Under Clement, two teams, working simultaneously in different locations to speed up production, began filming in August, 1965. The crew numbered more than 150, there were some 700 extras, and a score





of international stars. They worked together for six solid months.

Some of the problems the production had to face involved equipment. The French Army had to be induced to supply military personnel and material needed for the many battle scenes. A 14-page list was submitted, the needs ranging from 48 heavy tanks to 100 jerricans to carry the French troops' wine rations.

Most difficult of all to obtain were the ancient military vehicles: jeeps, German Army autos, various types of trucks. Old Volkswagen military cars could not be found in Germany; a number were located at last in small garages in French provincial towns. Period bicycles, used in the film by agents of the FFI (French Forces of the Interior), had to be rounded up. About 50 were found and put in working order.

Battle scenes, among those before the Prefecture of Police and the Hotel Meurice, had to be filmed first on actual location, then continued at the French Army Base of Satory, near Versailles, where precise replicas of Paris streets and buildings had to be constructed. A large part of the colonnaded Rue de Rivoli and the Tuileries Gardens which face it had to be built, of plaster, wood and metal, at Satory. At the St. Maurice Studios in the Paris Suburbs, the Fuehrer's office in Rastenburg, in the East Prussian forest, was faithfully reconstructed.

## Topics for Discussion, Questions and Projects

Does your city or state have "monuments" that are especially valuable and meaningful? What are they, and what do they symbolize?

Have you ever visited an American monument? Discuss your visit. How would its destruction affect you? Name any great American institution whose destruction would affect you, and tell why.

Nine great monuments are specifically stressed in the film. How many U. S. monuments can you name which are as important to the American people, historically or culturally?

Paris and France have made a great imprint on our lives. We have places named for Lafayette, who fought in our Revolutionary Army. The Statue of Liberty was given us by the people of France. Our daily habits and our language bear evidence of Parisian and French influence. List as many examples as you can.

Do you know anyone who has visited Paris as a tourist, or otherwise? What impressed him most? Interview him, and write about your interview.

What is the most impressive public building or monument you have ever seen? What impressed you most about it?

Of the great streets and structures of Paris as shown in the film, which seemed most beautiful to you? Can you tell why?

Is destruction of a great city ever justified? Can you imagine a situation where such devastation might be defended?

There are several kinds of "hero" in "Is Paris Burning?" Some are conventional — what we have

## "Is Paris Burning?" Lessons to be Learned

Even years of enslavement cannot stop a people that has known freedom from seeking its return.

There are national treasures, the monuments of a culture, for which patriots have given their lives.

The civilian has a great role to play, even in armed conflict, if a cause is worthy.

Heroes are not confined to the battlefield; there are many of them, though unsung, among ordinary civilians.

The havoc produced by the last World War makes it clear that another must be prevented.

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been led to expect from past martial literature and legend. Some are unexpected, "unheroic" types. Write a short essay on one of them you regard as truly heroic.

Most children have relatives or family friends who served in World War II; some know people who served in or near Paris. What is their most memorable personal recollection of the War—or Paris in the War? Report this to the class.

Locate on the map of Paris five scenes from the film. Trace the route of the U. S. forces into the city.

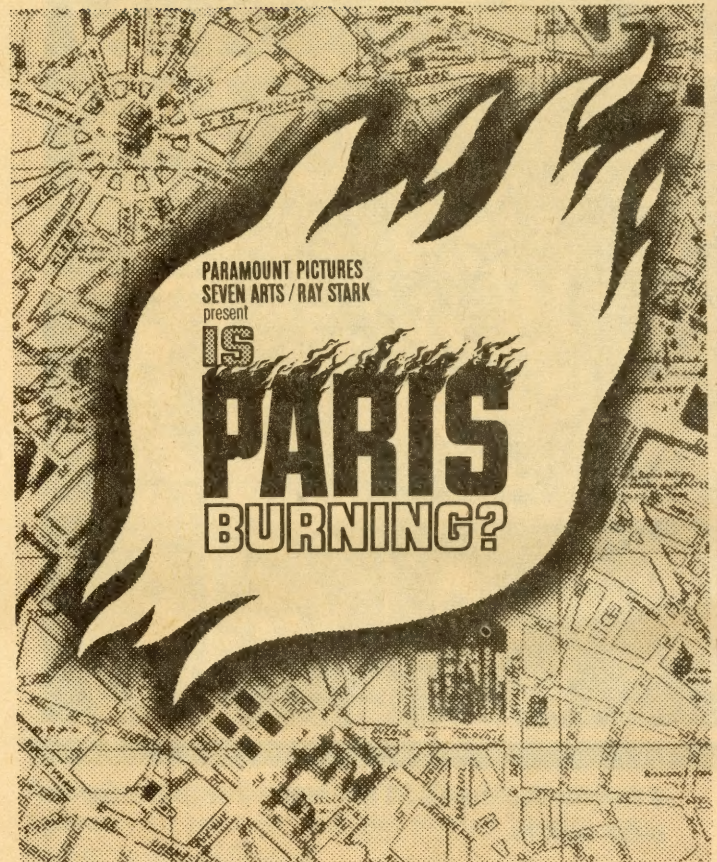
What has become of the American commanders in Europe since August, 1944? Beginning with General Eisenhower, find out the names of five of them, and where they are today. If they are no longer alive, when and how did they die? What are the survivors doing nowadays?

The songs that are sung in a certain period—especially a period of wartime stress—always tell us something about a nation's mood and pre-occupations. What were the song hits in August, 1944? Ask your parents and relatives, check newspaper and magazine files, see if there are books on the subject, and report to the class. Perhaps some can be played. They certainly can be discussed, and compared with today's hits.

As you know, the Liberation was re-enacted for the camera. Was this well and realistically done? Were there flaws, or mistakes? Single out one or two touches that conveyed realism—or unrealism—to you.

Look up the Liberation of Paris in the World Book Encyclopedia, any other encyclopedia, or any history of World War II, and report on whether or not the film has deepened your understanding of it by presenting the larger struggle in terms of the lives of some of the people who took part in it.

**"Burn Paris!"**  
was the order that had  
come shrieking over the phone.



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**KIRK DOUGLAS · GLENN FORD · GERT FROBE · YVES MONTAND**  
**ANTHONY PERKINS · SIMONE SIGNORET · ROBERT STACK**  
**MARIE VERSINI · SKIP WARD · ORSON WELLES**

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### NOTES

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